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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q15-Q20):

NEW QUESTION # 15

Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build.

Where should their Marketing Cloud admin set up permissions to allow REST authentication?

- A. Data Management
- **B. Installed Packages**
- C. Salesforce Integration
- D. Security Settings

Answer: B

Explanation:

To enable REST API access for external applications in Salesforce Marketing Cloud, permissions need to be configured within Installed Packages. This area allows administrators to manage API integrations and set authentication protocols.

Installed Packages: Navigate to this section in the Marketing Cloud setup menu. Create or select an existing package to configure API integration. Set up the API integration by generating the API key and secret, which are essential for authenticating the external application's API requests.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 16

Which three considerations should be made when setting up Distributed Marketing?

Choose 3 answers

- **A. Default options can be set up for the greeting in the email.**
- B. Business users can select any email at the time of sending.
- **C. A journey can be connected to one or more Campaigns.**
- D. The DM administrator Profile is required to access Distributed Marketing.
- **E. Messages can be sent to Contacts, Leads, and Person Accounts.**

Answer: A,C,E

Explanation:

When setting up Distributed Marketing, several considerations are essential:

B). Default options can be set up for the greeting in the email: This allows customization of the greeting line within the email templates, providing a personalized touch for recipients.

C). A journey can be connected to one or more campaigns: This functionality supports the integration of Distributed Marketing journeys with multiple campaigns, enhancing targeting and segmentation capabilities.

E). Messages can be sent to Contacts, Leads, and Person Accounts: Distributed Marketing allows sending messages to a diverse range of recipient types, which expands the flexibility and reach of marketing efforts.

Reference: Salesforce Help - Distributed Marketing Setup

NEW QUESTION # 17

Northern Trail Outfitters has noticed an issue with their sends today.

Which two links in Setup Home could be used to troubleshoot the issue?!

Choose 2 answers

- A. Create Support Case
- **B. System Status**
- **C. Failed Sends**
- D. Help and Training

Answer: B,C

Explanation:

To troubleshoot issues with email sends in Salesforce Marketing Cloud:

B). Failed Sends: This link in Setup provides detailed logs and reasons why certain sends have failed, which is crucial for diagnosing problems with specific email campaigns.

D). System Status: Checking the System Status helps determine if there are any ongoing issues with the Salesforce servers that might be impacting email sends globally or regionally.

Reference: Salesforce Help - Email Send Troubleshooting

NEW QUESTION # 18

Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year. What action should be taken to populate the Einstein Engagement Scoring Dashboard?

- A). Select one of the Predictive Algorithms then click Deploy
- B). Click Deploy and results are available immediately
- C). Select the channels (Emails, Push, SMS) to report on then click Activate D). Click Activate and wait for an email notification

Answer:

Explanation:

C

To use the Einstein Engagement Scoring Dashboard for analyzing customer engagement:

Select Channels: Choose which channels (Email, Push, SMS) you want to include in the engagement scoring.

Activate: Click on "Activate" to start the data analysis process. This will generate insights based on the selected channels and customer interactions over the specified period.

Reference: Salesforce Marketing Cloud Einstein Engagement Scoring

NEW QUESTION # 19

Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists. How should the user be updated to allow the analyst the appropriate access?

- A. Remove Marketing Cloud Channel manager
- B. Remove Marketing Cloud Viewer
- **C. Add Marketing Cloud Security Administrator**
- D. Add Distributed Sending user

Answer: C

Explanation:

To allow the business analyst at Northern Trail Outfitters to import contact lists, the role needed is one that grants permissions for import activities. Among the options:

B). Add Marketing Cloud Security Administrator This role would provide the analyst with the necessary permissions to manage data imports. The Marketing Cloud Security Administrator role includes broader permissions that encompass data management and security settings, which are required for importing contact lists.

Reference: Salesforce Help - User Roles and Permissions

NEW QUESTION # 20

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