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### Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q56-Q61):

#### NEW QUESTION # 56

Which activity should be used for multivariate content testing within Journey Builder?

- A. Random Split
- B. Decision Split
- C. Engagement Split
- **D. Content Split**

**Answer: D**

Explanation:

Explanation

The Content Split activity should be used for multivariate content testing within Journey Builder. This activity allows the journey to send different versions of email content to different audience segments and measure their performance based on open or click rates. The other activities are not suitable for multivariate content testing.

#### NEW QUESTION # 57

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account. Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. Field Level Encryption
- **B. IP Whitelisting**
- C. Advanced Audit Trail
- D. Single Sign on Authentication

**Answer: B**

Explanation:

To enhance security against unauthorized API access, Northern Trail Outfitters should:

Enable IP Whitelisting: This security feature restricts API access to Marketing Cloud from only those IP addresses that are pre-approved. This method significantly reduces the risk of malicious access from unrecognized sources.

Configuration: Administrators can configure IP Whitelisting in the Setup area under Security Settings, specifying which IP ranges are allowed to initiate API calls to the account.

Reference: Salesforce Marketing Cloud IP Whitelisting Documentation

#### NEW QUESTION # 58

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content. Which activity would allow them to build the journey with the fewest activities possible?

- A. Wait Until Date
- **B. Einstein STO**
- C. Engagement Split

- D. Join

**Answer: B**

Explanation:

Explanation

The Einstein STO activity allows the journey to send five different versions of an initial welcome email to new subscribers at the optimal time for each subscriber. This activity requires only one email and one activity, whereas the Join activity would require five emails and five activities.

#### **NEW QUESTION # 59**

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.

What should the admin confirm to resolve the issue?

- **A. The data extension is marked as Sendable**
- B. The Data extension is marked as Sendable and Testable
- C. The data extension is linked using the Contact Key
- D. The data extension contains a Salesforce ID

**Answer: A**

Explanation:

To resolve the issue of a data extension not appearing for email sends, confirm:

Sendable Status: Ensure the data extension is marked as Sendable. This setting links the data extension to a subscriber attribute, allowing it to be used for email sends.

Configuration Check: Verify the send relationship within the data extension properties, ensuring it correctly relates to the subscriber key or another unique identifier used for email campaigns.

Reference: Salesforce Marketing Cloud Data Extension Setup

#### **NEW QUESTION # 60**

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Unique Contact Identifier
- B. Primary key
- **C. Subscriber ID**
- D. Unique Contact email address

**Answer: C**

Explanation:

Explanation

To link the new data extensions to the existing contact records, the subscriber ID value should be used.

Subscriber ID is a unique identifier for each contact in Marketing Cloud and is automatically generated when a contact is created. It can be used to relate data extensions in Data Designer.

#### **NEW QUESTION # 61**

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