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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q41-Q46):

NEW QUESTION # 41

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted. Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Import Activity
- B. Data Extract Activity
- C. File Transfer Activity
- D. Decryption Activity

Answer: C

Explanation:

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

NEW QUESTION # 42

What does Marketing Cloud authenticate when a user logs in through the user interface?

- A. If the user is assigned a role in the parent business unit
- B. If the user is logging in from a whitelisted IP address
- C. If the user is an API User on their record
- D. If the user has login hours enabled on their profile

Answer: B

Explanation:

Marketing Cloud authenticates several factors during user login, among which:

Whitelisted IP address check: Marketing Cloud checks if the user's IP address matches those listed in the IP whitelist settings. This is part of the security measures to ensure that only authorized accesses are allowed from secured locations.

Reference: Salesforce Marketing Cloud Security and User Authentication

NEW QUESTION # 43

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- A. Data Manager and Analyst
- B. Content Creator and Marketing Cloud Viewer
- C. Analyst and Marketing Cloud Viewer

Answer: C

Explanation:

To give the marketing analyst access to all tracking data but no send activities, the admin should apply the Analyst and Marketing Cloud Viewer default user roles. The Analyst role allows the user to view tracking data, reports, and dashboards for all channels. The Marketing Cloud Viewer role allows the user to view content, subscribers, and data extensions, but not modify or send them.

NEW QUESTION # 44

A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounced status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- A. Status is changed to Held for 72 hours and the bounce count is set to Zero
- **B. Status is changed to Active and the bounce count is set to Zero**
- C. Status is changed to Active and the bounce count is unchanged
- D. Status remains as Bounced the bounce count is unchanged

Answer: B

Explanation:

When a subscriber with a Bounced status clicks a link in a Marketing Cloud email:

Subscriber Status:Salesforce automatically updates their status to Active. This action confirms the email address is valid and re-engages the subscriber.

Bounce Count:The bounce count is reset to zero. According to Salesforce's Bounce Mail Management documentation:

"If a subscriber clicks a link in an email, their status is updated to Active, and their bounce count is reset to zero." This reset occurs because the click overrides previous bounce history, signaling renewed engagement and deliverability.

NEW QUESTION # 45

NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.

Which three values could be used as personalization strings in query string parameters?

Choose 3 answers

- A. Name
- **B. Subscriber ID**
- **C. Application ID**
- **D. Product Code**
- E. Email Address

Answer: B,C,D

Explanation:

For NTO to format links for Google Analytics 360 without including PII, they should use non-personally identifiable information in the query string parameters. Suitable options include:

A). Product Code: Identifies a product without revealing customer identity.

B). Application ID: An internal reference that does not disclose personal details.

C). Subscriber ID: A unique identifier for a subscriber that is not directly tied to personal details like an email or name.

Reference: Salesforce Help - Personalization Strings and PII

NEW QUESTION # 46

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