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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q126-Q131):

### NEW QUESTION # 126

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing cloud to execute a send.

Which feature would the admin use to meet this requirement?

- A. List Sending
- B. Distributed Marketing Sends.
- C. Field Level Encryption.
- **D. Tokenized Sending**

**Answer: D**

Explanation:

To avoid storing sensitive data in the cloud, the admin should use Tokenized Sending. This feature allows Marketing Cloud to send emails without storing sensitive data such as credit card numbers or social security numbers. Instead, Marketing Cloud uses tokens that are replaced with actual data at send time by an external system.

### NEW QUESTION # 127

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should the customer use to create an audience for this campaign?

Choose 3 answers

- A. Proximity to Store
- **B. Conversion Rate**
- C. Ages in Household
- **D. Last Purchase Date**
- **E. Lifetime Purchase Value**

**Answer: B,D,E**

Explanation:

To effectively target high-value outdoor sports customers likely to respond to a deep product discount:

Lifetime Purchase Value: Identify customers who have demonstrated significant financial commitment to the brand over time.

Conversion Rate: Focus on customers with a higher likelihood of responding based on past conversion metrics.

Last Purchase Date: Include customers who have made recent purchases, indicating active engagement and potential interest in new offers.

Reference: Salesforce Marketing Cloud Audience Segmentation

### NEW QUESTION # 128

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?

- A. Marketing Cloud Connect
- B. Google Analytics 360
- **C. Web Analytics Connector**
- D. AMP script for Marketing Cloud

**Answer: C**

Explanation:

To automatically add tracking parameters to all links in emails sent from Email Studio, the admin should configure:

Web Analytics Connector: This feature automatically appends tracking parameters to URLs in emails to integrate with web analytics tools like Google Analytics.

Configuration Steps: Set up the Web Analytics Connector by specifying the desired tracking parameters in the Email Studio settings.

This ensures all outgoing emails automatically include these parameters without the need for manual coding.

Reference: Salesforce Marketing Cloud Web Analytics Connector Setup

### NEW QUESTION # 129

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

- **A. Collect Tracking code**
- B. Google Analytics 360
- C. Conversion Tracking
- D. Web & Mobile Analytics

**Answer: A**

Explanation:

The Collect Tracking code is a JavaScript code that is added to a website to capture and send user behavior data to Marketing Cloud. This data is stored in data extensions and can be used for Einstein Recommendations

### NEW QUESTION # 130

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.

Where should the Marketing Cloud admin begin troubleshooting?

- A. Automation Studio > File Transfers
- B. Email Studio > Synchronized Data Extensions
- **C. Contact Builder > Synchronized Data Extensions**
- D. Contact Builder > Data Sources

**Answer: C**

Explanation:

To troubleshoot issues with outdated data from Sales Cloud in Marketing Cloud, the admin should:

Check Synchronized Data Extensions: Navigate to Contact Builder and review the Synchronized Data Extensions. This area shows the synchronization status and configuration between Sales Cloud and Marketing Cloud.

Data Refresh Rate: Verify how frequently the data is synchronized and ensure that the synchronization schedule meets the operational requirements, adjusting as necessary to ensure data is up to date.

Reference: Salesforce Marketing Cloud Synchronization Documentation

### NEW QUESTION # 131

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