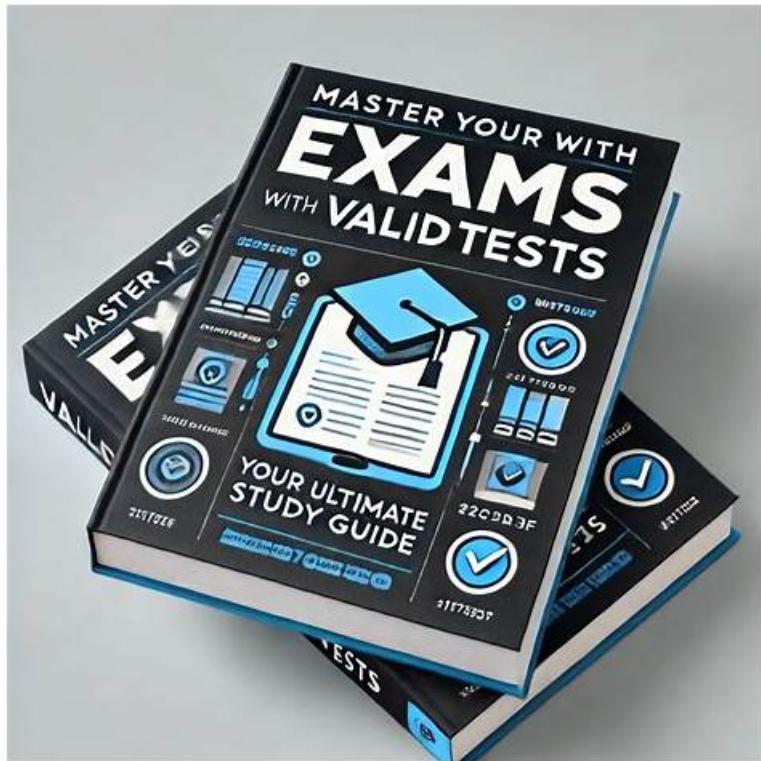


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Salesforce Certified Marketing Cloud Engagement Administrator Sample

Questions (Q128-Q133):

NEW QUESTION # 128

Northern Trail Outfitters uses DoubleClick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A. Marketing Cloud Personalization
- **B. Marketing Cloud Intelligence**
- C. Einstein AI

Answer: B

NEW QUESTION # 129

Northern Trail Outfitters (NTO) has decided to use Journey Builder to launch event-driven lifecycle marketing programs. This includes personalized interactions with customers with the goal of increasing purchase frequency.

Which two pieces of information would help NTO achieve this objective?

Choose 2 answers

- A. Products purchased from a competitor.
- B. Number of items per order.
- **C. Last purchase date**
- **D. Channel preference of customers.**

Answer: C,D

Explanation:

To enhance personalized interactions and increase purchase frequency using Journey Builder:

Channel Preference: Understanding the preferred communication channels of customers allows for personalized and effective outreach, potentially increasing engagement and response rates.

Last Purchase Date: Tracking when a customer last made a purchase can help in timing communications effectively, triggering reminders or promotions at optimal times to encourage repeat purchases.

Reference: Salesforce Marketing Cloud Journey Builder Best Practices

NEW QUESTION # 130

A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

- A. Many -to -Many Relationship
- B. One -to -One Relationship
- C. Many -to -One Relationship
- **D. One -to -Many Relationship**

Answer: D

Explanation:

For linking demographic information to a contact model in Contact Builder:

A). One-to-Many Relationship: This type of relationship is appropriate when a single contact can have multiple demographic records. It helps to manage and utilize demographic data effectively within personalized marketing campaigns.

This relationship type supports efficient data management and targeting by allowing multiple demographic attributes for a single contact within the marketing database.

Reference: Salesforce Help - Data Relationships in Contact Builder

NEW QUESTION # 131

Which Product enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content?

- A. Audience Builder
- B. Content Builder
- C. Einstein Email Recommendations
- D. Einstein Send Time Optimization

Answer: C

Explanation:

Einstein Email Recommendations is a product that enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content. This product uses predictive intelligence to recommend products or content based on each customer's preferences and actions. The other products do not have this capability.

NEW QUESTION # 132

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- A. Dynamic Content Block
- B. Cloud Page forms Content Block
- C. Email Form Content Block
- D. Reference Content Block

Answer: C

Explanation:

To solicit website feedback directly within an email without navigating away from the email, the feature to use is B. Email Form Content Block. This block allows subscribers to submit feedback directly within the email, enhancing user experience and increasing the likelihood of feedback submission since the subscriber does not need to leave their email environment.

Reference: Salesforce Help - Email Form Content Block

NEW QUESTION # 133

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