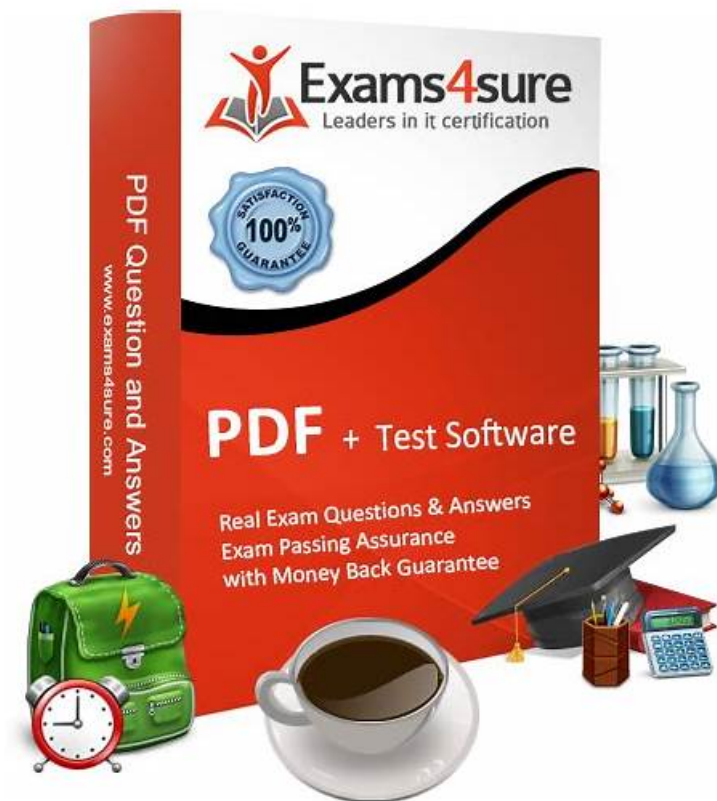


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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q165-Q170):

NEW QUESTION # 165

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

**Answer: C**

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 # 166

Northern Trail Outfitters just purchased Marketing Cloud.

Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant?

Choose 3 answers

- **A. Importing data into contacts using the Data Loader**
- **B. Creating users and assigning roles which meet their job functions**
- **C. Building the data structure used to store audience information**
- D. Creating a SMS message and sending a mobile campaign
- E. Classifying sends and defining parameters for email sends

**Answer: A,B,C**

Explanation:

In the Setup Assistant for a new Salesforce Marketing Cloud instance, the admin is guided through several critical tasks to establish the operational environment:

Creating users and assigning roles: Setup Assistant helps define user roles and permissions tailored to specific job functions, ensuring proper access control and workflow management.

Building the data structure: This task involves creating data extensions and attribute groups to effectively organize and manage customer data.

Importing data into contacts: Utilizing tools like Data Loader, the admin can import existing customer data into Marketing Cloud, setting the foundation for targeted marketing activities.

Reference: Salesforce Marketing Cloud Setup Assistant

### NEW QUESTION # 167

A Marketing Cloud admin notices out of the last several sends, Send log data for a recent How could the admin ensure send data is recorded?

- A. Correct Send Log template is selected
- **B. Send logging is enabled for the send**
- C. Send Logging is available for A/B tests
- D. Data retention settings is specified

**Answer: B**

Explanation:

To record send log data, the send logging feature must be enabled for the send. This can be done by selecting the send log data extension in the Delivery Options tab of the email send wizard.

### NEW QUESTION # 168

Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com).

Which steps should be taken to implement this?

Choose 2 answers

- **A. Add a Domain to the Export Email Whitelist**
- B. Edit the entity Verification Settings
- **C. Enforce Export Email Whitelist**
- D. Enable IP Whitelisting

**Answer: A,C**

Explanation:

To limit the distribution of Marketing Cloud tracking data via email to only those within the ntoretail.com domain:

Add a Domain to the Export Email Whitelist: Configure the settings to include 'ntoretail.com' in the export email whitelist. This ensures that only email addresses from this domain can receive exported data.

Enforce Export Email Whitelist: Activate this setting to strictly enforce the whitelist during data exports, preventing any non-whitelisted domains from receiving tracking data.

Reference: Salesforce Marketing Cloud Security Settings

### NEW QUESTION # 169

A user asks Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content Creator, Data Manager, and Marketing Cloud Viewer.

What should the admin do to resolve the issue so the user can send an email?

- **A. Edit permissions and Grant permissions to Send**
- B. Edit permissions and deselect Deny for Email Sending
- C. Add the Role Marketing Cloud Channel Manager
- D. Remove the Marketing Cloud Viewer Role

**Answer: A**

Explanation:

The user in question holds roles that do not inherently include permissions to send emails. The roles assigned are:

Content Creator: Typically has permissions to create content but not necessarily to send emails.

Data Manager: Manages data but does not have email sending permissions.

Marketing Cloud Viewer: Can view campaigns and data but cannot execute or modify them.

To resolve this issue so that the user can send emails, the admin must: A. Edit permissions and Grant permissions to Send - This action involves customizing the user's permissions to include the ability to send emails. This can be done either by adjusting the permissions in one of the existing roles (if customization is possible and appropriate) or by creating a custom role or permission set that includes email sending capabilities.

References:

Salesforce Marketing Cloud Documentation on "Roles and Permissions"

### NEW QUESTION # 170

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