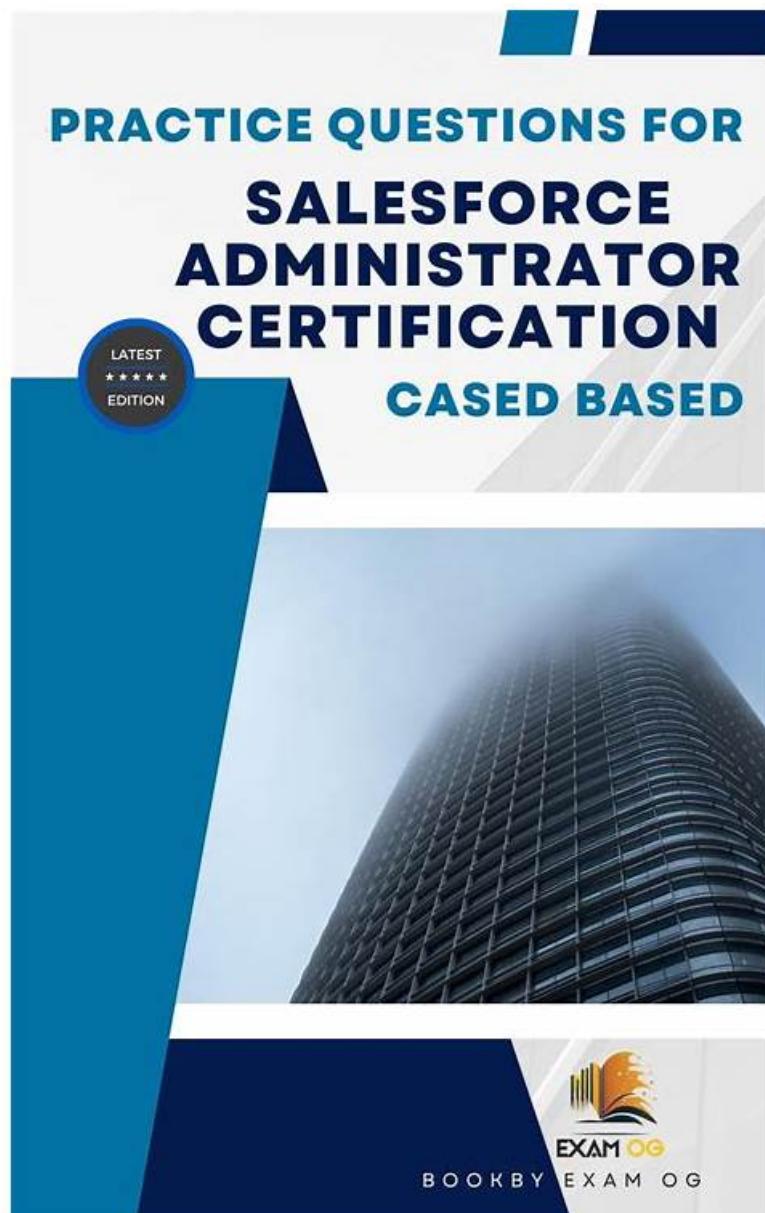


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q131-Q136):

NEW QUESTION # 131

What should be confirmed to ensure Journey Builder directs the subscribers correctly?

- A. Filter Contacts are enabled to refine the audience.
- B. Entry Source attributes are available in Journey Settings.
- **C. Journey Data is used for the Decision Split.**
- D. Contract Data is used for the Decision Split.

Answer: C

Explanation:

In Salesforce Marketing Cloud's Journey Builder, ensuring that "Journey Data" is utilized for decision splits is crucial for accurately directing subscribers through the journey based on real-time interactions or behaviors captured at the point of entry. Journey Data references attributes from the Entry Source, allowing for dynamic pathing based on data specific to each subscriber's interaction within the journey itself, thus enabling personalized and relevant experiences based on up-to-date information.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 132

A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.

What should the admin do to ensure only specific Contacts are synced?

- A. Filter existing records in All Subscribers
- B. Filter records created after a specified date
- C. Filter records on a formula field
- **D. Filter records on a Boolean field**

Answer: D

Explanation:

To sync specific contacts from Sales Cloud to Marketing Cloud without syncing all contacts, particularly when not all contacts need email communications, the admin should use a Boolean field to filter the contacts.

This can be configured in the Contact Builder under Data Sources. A Boolean field allows for a simple true/false condition that can be set in Sales Cloud and used to control which records are synchronized based on their relevance for email communication. This method ensures that only contacts marked true (or false, depending on the setup) are brought into Marketing Cloud, efficiently managing the sync and keeping irrelevant contacts out of the system.

Reference: Salesforce Help - Synchronize Salesforce Data

NEW QUESTION # 133

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory. How should this setup be achieved?

- A. Each business unit should have multiple SFTP users
- **B. Copy the parent SFTP user into each child business unit**
- C. Child business unit SFTP user should be created
- D. All child business units should have an individual SFTP user

Answer: B

Explanation:

To configure multiple business units in Marketing Cloud to use the same SFTP directory, the most efficient method is to copy the parent SFTP user credentials into each child business unit. This approach ensures all business units access the same SFTP directory for file transfers, maintaining consistency and simplifying management of file access across the business units. This setup avoids the complexity and maintenance of separate SFTP users for each business unit, streamlining operations.

Reference: Salesforce Help - SFTP Setup with Business Units

NEW QUESTION # 134

Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access. How should the Marketing Cloud admin ensure users have access?

- A. Choose Public App Integration during the installation
- **B. License all appropriate users within the installed package**
- C. Install App-appropriate business units for expanded access
- D. Configure the API Integration to allow all users access

Answer: B

Explanation:

To ensure that users have access to Query Studio in Marketing Cloud, the admin should license all appropriate users within the installed package. This involves configuring user permissions and ensuring that licenses are assigned to users who need access to Query Studio. This approach ensures that only authorized users can use the tool, maintaining security and compliance within the organization.

Reference: Salesforce Help - Installing and Managing Apps in Marketing Cloud

NEW QUESTION # 135

A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement.

What consideration should be given to the preference profile centers for this integration?

- A. Branding for each business units' profile centers will be inherited from the default business unit setup.
- B. Profile/Preference centers are automatically created for each business unit connected through Multi-org
- C. Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.
- **D. Multi org does not support the standard profile preference center for the business units.**

Answer: D

Explanation:

When enabling Multi-Org in Marketing Cloud Connect, it's important to consider:

The Multi-Org configuration does not support using a standard profile and preference center across connected business units. Each business unit operates independently.

Admins must consider alternative strategies for managing subscriber preferences across multiple Salesforce orgs linked to different business units in Marketing Cloud.

Reference: Salesforce Marketing Cloud Connect Setup Guide

NEW QUESTION # 136

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