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### Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q30-Q35):

#### NEW QUESTION # 30

What storage model should be used if a subscriber has more than one value for an attribute?

- A. Profile Attribute
- B. Lists
- **C. Data Extensions**
- D. Publication Lists

**Answer: C**

Explanation:

For handling multiple values for a subscriber attribute effectively:

Use Data Extensions: Data Extensions provide a flexible and scalable storage model that can accommodate complex data types, including multiple values for a single attribute per subscriber.

Advantages: Unlike Profile Attributes, which limit each subscriber to a single value per attribute, Data Extensions allow the creation of relational data models that can store multiple entries for individual attributes.

Reference: Salesforce Marketing Cloud Data Extensions

### NEW QUESTION # 31

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.

What should NTO do to create this audience?

- A. Journey
- B. Data Filters
- C. Measures
- **D. SQL Queries**

**Answer: D**

Explanation:

To target subscribers based on complex criteria, such as recent engagement and geographic proximity:

Use SQL Queries in Automation Studio to create a highly specific audience segment. SQL queries allow for the combination of multiple data points and criteria into a single query, providing the flexibility needed for complex segmentation.

Write a SQL query that joins email interaction data with subscriber location data, filtering for those who engaged within the last 30 days and are within 10 miles of an NTO store.

Reference: Salesforce Marketing Cloud SQL Query Activity in Automation Studio

### NEW QUESTION # 32

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- **A. File Drop Automation: Import File Activity > SQL Query Activity1 > SQL Query Activity 2**
- B. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1
- D. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

**Answer: A**

Explanation:

For handling a daily file drop that requires immediate processing:

File Drop Automation: Use File Drop Automation triggered by the presence of a new file on the SFTP. This automatically starts the import and subsequent data handling processes.

Workflow Details: Start with an Import File Activity to load data into the staging data extension, followed by SQL Query Activity 1 to segment the data into one target data extension and SQL Query Activity 2 for the other.

Reference: Salesforce Marketing Cloud Automation Studio

### NEW QUESTION # 33

A Marketing Cloud admin has been asked to update their Marketing cloud SFTP password.

Where in setup could they accomplish this task?

- **A. Data management**
- B. Feature Settings
- C. Security
- D. Company Settings

**Answer: A**

### NEW QUESTION # 34

A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization. What functionality would get messages out the door faster?

- A. Send Throttling
- B. Journey Builder Triggered Sends
- **C. Burst Sending**
- D. Marketing Cloud Connect

**Answer: C**

Explanation:

To achieve faster send speeds for large volumes of emails, the functionality known as Burst Sending should be utilized. Burst Sending allows Marketing Cloud to process and send large batches of emails quickly, meeting high send speed goals by maximizing the throughput of the sending infrastructure.

Reference: Salesforce Help - Burst Sending

## NEW QUESTION # 35

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