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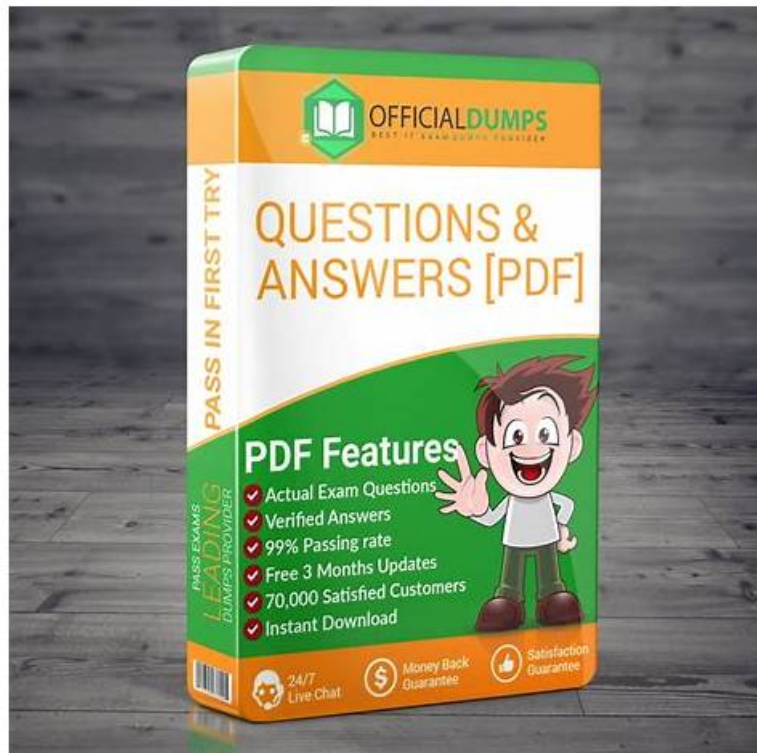

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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q113-Q118):

NEW QUESTION # 113
A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The

sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommended to ensure content is displayed properly within the email.

- A. A/B Test content type
- B. Dynamic Content Wizard
- C. AMP script conditional against the Gender field
- D. AMP script lookup Rows functions

Answer: B

Explanation:
For displaying content based on gender within an email:
Dynamic Content Wizard in Email Studio: This tool allows the creation of content blocks that change based on subscriber attributes directly within the email. It is user-friendly and does not require advanced technical skills.
Implementation: By using the Gender field in the sendable data extension, the Dynamic Content Wizard can automatically display different content such as men's or women's shoes based on the subscriber's gender, ensuring that the email content is appropriate and targeted.
Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 114
Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM.
However, they only want to sync records that they have identified as marketable.
Which filtering option in the synchronization settings could be used when configuring the Contact synced object?

- A. Select all records that have an email address
- B. Select all records created since a certain date
- C. Select all records where custom boolean field is true

Answer: C

NEW QUESTION # 115
A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically, the manager wants to know how many emails were sent in the last week.
What location and activity would allow the Marketing Cloud admin to complete the request?

- A. Automation Studio: Create a Report Activity to run every seven days.
- B. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.
- C. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
- D. Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.

Answer: B

Explanation:
To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period.

NEW QUESTION # 116
Northern Trail Outfitters (NTO) Is building a journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.
Which activity would allow them to build the journey with the fewest activities possible?

- A. Join
- B. Wait Until Date
- C. Einstein STO
- D. Engagement Split

Answer: D

Explanation:

Salesforce Sidekick

For Northern Trail Outfitters' scenario, where they need to send one of three different emails randomly to new subscribers within a journey, the most suitable activity to accomplish this with the fewest steps would be using:

B). Engagement Split

However, the correct answer for randomly distributing different email versions in a journey is not listed among the options provided under typical usage. Normally, the Engagement Split is used to branch the journey based on how subscribers interact with emails (e.g., opens or clicks).

The ideal solution for NTO's need to send one of several different emails at random would be the "Random Split" activity in Journey Builder, which is not listed in the options. Since the closest option provided that would allow for varying paths (though not randomly) is the Engagement Split, it could be considered, but it does not fulfill the requirement as described.

Therefore, based on the given options and the actual functionality needed:

There seems to be a misunderstanding in the options provided. Normally, a "Random Split" would be used in this case.

If we must choose from the available options, none directly fulfill the requirement of randomly sending different email versions with the fewest activities possible.

NEW QUESTION # 117

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.
Which two actions should NTO take in order to create Send Classifications?
Choose 2 answers

- A. Define custom Reply Mail Management.
- B. Define a Subscriber -specific From Name.
- C. Define a Sender Profile.
- D. Define a Delivery Profile.

Answer: C,D

Explanation:
To differentiate between marketing and transactional emails effectively:
Sender Profile: Define separate sender profiles for marketing and transactional emails. This includes different From Names and possibly different From Email addresses to help recipients distinguish between different types of emails.
Delivery Profile: Set up different delivery profiles for marketing and transactional emails. These can specify different IP addresses, helping to segment and manage sender reputation for different types of email communications.
Reference: Salesforce Marketing Cloud Send Classifications

NEW QUESTION # 118

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