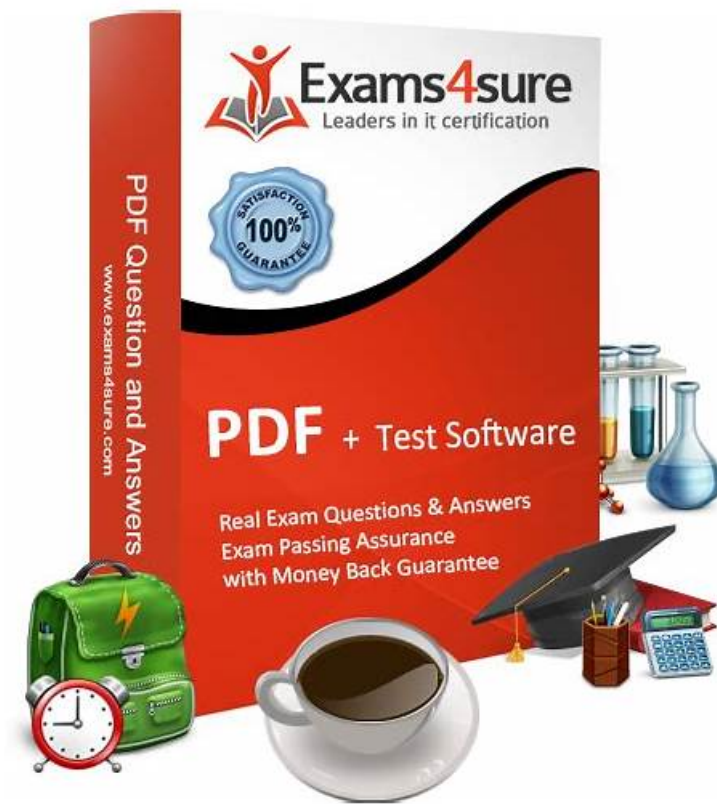


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q28-Q33):

NEW QUESTION # 28

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts. Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

- **A. Facebook ad manager**
- **B. Login detail for each social media account**
- C. Bitly URL Shortener
- D. Google URL Shortener

Answer: A,B

Explanation:

Before configuring Social Studio for managing social media accounts, ensure these prerequisites are met:

Facebook Ad Manager: Access to Facebook Ad Manager is essential for managing and monitoring Facebook advertising campaigns directly from Social Studio.

Login Details: Have the necessary login credentials for each social media account that will be managed through Social Studio to ensure seamless integration and management across platforms.

Reference: Salesforce Social Studio Setup Documentation

NEW QUESTION # 29

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

Answer: A,C

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 # 30

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

- A. Synchronized contacts are only counted after sending
- B. Only active email subscriber is counted.
- C. Mobile subscribers are not counted as contacts.
- **D. There are overlapping contacts in each of the channel**

Answer: D

Explanation:

The reason why the total contact count of 500,000 is less than the summed total of email subscribers, synchronized contacts, and mobile subscribers is D. There are overlapping contacts in each of the channels.

This overlap occurs when the same contact is counted across different channels (e.g., a contact might be both an email subscriber and a mobile subscriber), thus leading to a lower total contact count when duplicates are not counted more than once.

Reference: Salesforce Help - Contact Count Calculation

NEW QUESTION # 31

Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email. How should the rest of the business units be organized?

- A. Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.
- B. Create one child business unit for the other brands to share but apply folders and naming conventions.
- C. Create and apply folders with naming conventions in the current account to keep track of brand assets.
- **D. Create child business units for each brand and nest another level of child business units for GEOs.**

Answer: D

Explanation:

Organizing business units in Salesforce Marketing Cloud for a company with multiple brands and global presence involves creating a structure that allows for brand and regional specific strategies while maintaining centralized control at the enterprise level.

Create child business units for each brand: This setup allows each brand under the Northern Trail Outfitters umbrella to manage its marketing autonomously while leveraging shared resources and aligning with overarching business strategies.

Nest child business units for GEOs under each brand: This further categorization allows for localized marketing strategies tailored to geographical nuances, enhancing target marketing efforts and regional compliance.

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

NEW QUESTION # 32

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 # 33

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