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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q127-Q132):

NEW QUESTION # 127

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. Web Analytics Connector
- B. **Cloud Pages URL AMP script function**
- C. Link Wrapping

Answer: B

Explanation:

To pass the email address of a subscriber to a landing page through a URL parameter from a promotional email securely, the admin should use the CloudPagesURL AMPscript function. This function encrypts the email address and other parameters and generates a unique URL for each subscriber. The landing page can then use the RequestParameter AMPscript function to decrypt the email address and other parameters

NEW QUESTION # 128

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. Field Level Encryption
- **B. IP Allowlist**
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Answer: B

Explanation:

To enhance security against unauthorized API access:

Enable IP Allowlisting: Restrict API access to pre-approved IP addresses. This security feature ensures that only requests coming from known and trusted IP addresses are allowed to access Marketing Cloud, significantly reducing the potential for malicious attacks.

Configuration: Configure the IP Allowlist settings in the Setup area of Marketing Cloud, specifying which IP addresses are permitted to make API calls.

Reference: Salesforce Marketing Cloud Security Features

NEW QUESTION # 129

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted.

Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Data Extract Activity
- B. Import Activity
- **C. File Transfer Activity**
- D. Decryption Activity

Answer: C

Explanation:

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

NEW QUESTION # 130

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- **A. Apply a Row Based Retention to each data extension as it is created, set to 12 months**
- B. Set inactive data to be automatically cleared after one year, but is recoverable
- C. Configure the Enterprise-wide default retention to one year
- D. Configure the business unit data retention setting to 12 months

Answer: A

Explanation:

To manage data retention for inactive data in data extensions, the best approach is to apply a Row Based Retention policy directly to each data extension. This method allows precise control over how long data is retained based on the creation or modification date

of each row.

Row Based Retention: Set this on each data extension as it is configured. Specify that data should be cleared after 12 months of inactivity. This approach ensures that only data which has not been engaged with for the specified period is removed, thus optimizing data storage and maintaining compliance with data management policies.

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

NEW QUESTION # 131

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

Answer: B,C

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 # 132

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