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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q51-Q56):

NEW QUESTION # 51
A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email
#1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date.
Email #3 will be sent on the member's renewal date. A master audience is updated in real time via the API. Which steps should be included in the customer's automation?

- A. Three Send Activities to the master data extension.
- B. Three Filter Activities > three Send Activities to the filtered audiences.
- C. Import File Activity > three Send Activities to the master data extension.

- D. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.

Answer: B

Explanation:
For a Membership Renewal drip campaign with a master audience updated in real-time:
Filter Activities: Use Filter Activities to segment the master data extension based on the renewal date criteria-one month prior, one week prior, and on the renewal date.
Send Activities: Follow each Filter Activity with a Send Activity targeting the specifically filtered audiences, ensuring that each email is sent at the correct time relative to the member's renewal date.
Reference: Salesforce Marketing Cloud Automation Studio

NEW QUESTION # 52
A Marketing Cloud admin to create custom roles for their business process.
What should be taken into consideration to accomplish this?

- A. Custom roles can only be edited by the user who created the role initially.
- B. Custom roles are only available within the business in which they were created.
- C. Custom roles override an individual user's granular permission assignments.
- D. Custom roles are available on their Marketing Cloud account.

Answer: B

Explanation:
When creating custom roles in Marketing Cloud, it's important to consider that:
B). Custom roles are only available within the business unit in which they were created. This means that the scope of the custom roles is limited to the specific business unit, and they do not automatically apply to other business units within the same Marketing Cloud account.
Reference: Salesforce Help - Custom Roles

NEW QUESTION # 53
Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.
Which three criteria should the customer use to create an audience for this campaign?
Choose 3 answers

- A. Conversion Rate
- B. Proximity to Store
- C. Ages in Household
- D. Last Purchase Date
- E. Lifetime Purchase Value

Answer: A,D,E

Explanation:
To effectively target high-value outdoor sports customers likely to respond to a deep product discount:
Lifetime Purchase Value: Identify customers who have demonstrated significant financial commitment to the brand over time.
Conversion Rate: Focus on customers with a higher likelihood of responding based on past conversion metrics.
Last Purchase Date: Include customers who have made recent purchases, indicating active engagement and potential interest in new offers.
Reference: Salesforce Marketing Cloud Audience Segmentation

NEW QUESTION # 54
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. Install App-appropriate business units for expanded access

- B. Choose Public App Integration during the installation
- C. Configure the API Integration to allow all users access
- D. License all appropriate users within the installed package

Answer: D

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 # 55
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. Single Sign on Authentication
- B. Field Level Encryption
- C. IP Allowlist
- D. Advanced Audit Trail

Answer: C

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 # 56
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