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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q84-Q89):

NEW QUESTION # 84

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?

- A. Web Analytics Connector
- B. Google Analytics 360
- C. AMP script for Marketing Cloud
- D. Marketing Cloud Connect

Answer: A

Explanation:

To automatically add tracking parameters to all links in emails sent from Email Studio, the admin should configure:

Web Analytics Connector: This feature automatically appends tracking parameters to URLs in emails to integrate with web analytics tools like Google Analytics.

Configuration Steps: Set up the Web Analytics Connector by specifying the desired tracking parameters in the Email Studio settings. This ensures all outgoing emails automatically include these parameters without the need for manual coding.

Reference: Salesforce Marketing Cloud Web Analytics Connector Setup

NEW QUESTION # 85

How are publication lists used in the Marketing Cloud?

- A. To build dynamic content rules by subscriber type.
- B. To send communication to all subscribers, regardless of opt-in status.
- C. To manage subscribers in guided and triggered email sends.
- D. To allow subscribers to opt-down/out instead of unsubscribing from all.

Answer: D

Explanation:

Publication lists in the Marketing Cloud are used to allow subscribers to opt-down or opt-out of specific types of communications without unsubscribing from all communications. This functionality enables more granular control over communication preferences, helping organizations maintain engagement with subscribers who might not be interested in all content but still wish to receive certain types of messages.

Reference: Salesforce Help - Publication Lists

NEW QUESTION # 86

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Data Extensions
- B. Member Record
- C. Subscriber Key
- D. Contact ID

Answer: C

Explanation:

For the financial services customer's need to manage multiple accounts that share the same email address but maintain separate subscriber attributes, the correct component to use is the Subscriber Key. This key uniquely identifies each subscriber in Marketing Cloud, enabling multiple profiles (each associated with different accounts) to share a single email address but retain distinct attributes and engagement tracking.

Reference: Salesforce Help - Subscriber Key

NEW QUESTION # 87

A Marketing Cloud admin wants to check the status of a salesforce contacts in All Subscribers. The account is connected to their salesforce org via Marketing Cloud Connect.

Which subscriber key should be used to search for the contact in All Subscribers?

- A. Email Address
- B. Numeric Subscriber ID
- C. 18-digit Contact ID
- D. 15-digit contact ID

Answer: C

Explanation:

To search for a Salesforce contact in All Subscribers, the admin should use the 18-digit contact ID as the subscriber key. This is because Marketing Cloud Connect uses the 18-digit contact ID as the subscriber key for contacts synchronized from Salesforce. The email address is not a reliable identifier as it can change or be duplicated

NEW QUESTION # 88

Which three options determine when a contact could enter a journey?

Choose 3 answers.

- A. No re-entry
- B. Re-entry only after exiting
- C. Re-entry at any time
- D. Re-entry by attribute
- E. Re-entry by date

Answer: A,B,C

Explanation:

The options that determine when a contact can enter a journey in Marketing Cloud's Journey Builder include:

A). Re-entry at any time: Contacts can re-enter the journey immediately after their previous participation ends.

D). No re-entry: Contacts are not allowed to re-enter the journey once they have entered it, regardless of whether they have completed it or not.

E). Re-entry only after exiting: Contacts can only re-enter the journey after they have fully exited, ensuring they complete all activities before re-entering.

Reference: Salesforce Help - Journey Settings

NEW QUESTION # 89

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