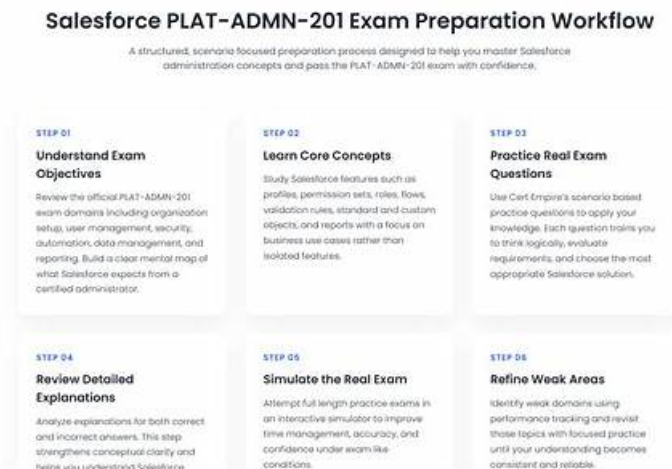


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q131-Q136):

NEW QUESTION # 131

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. File Transfer Activity**
- C. Decryption Activity
- D. Import Activity

Answer: B

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 # 132

A Marketing Cloud admin notices out of the last several sends, Send log data for a recent How could the admin ensure send data is recorded?

- A. Correct Send Log template is selected
- **B. Send logging is enabled for the send**
- C. Data retention settings is specified
- D. Send Logging is available for A/B tests

Answer: B

Explanation:

To record send log data, the send logging feature must be enabled for the send. This can be done by selecting the send log data extension in the Delivery Options tab of the email send wizard.

NEW QUESTION # 133

A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounced status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- **A. Status is changed to Active and the bounce count is set to Zero**
- B. Status remains as Bounced the bounce count is unchanged
- C. Status is changed to Active and the bounce count is unchanged
- D. Status is changed to Held for 72 hours and the bounce count is set to Zero

Answer: A

Explanation:

When a subscriber with a Bounced status clicks a link in a Marketing Cloud email:

Subscriber Status:Salesforce automatically updates their status to Active. This action confirms the email address is valid and re-engages the subscriber.

Bounce Count:The bounce count is reset to zero. According to Salesforce's Bounce Mail Management documentation:

"If a subscriber clicks a link in an email, their status is updated to Active, and their bounce count is reset to zero." This reset occurs because the click overrides previous bounce history, signaling renewed engagement and deliverability.

NEW QUESTION # 134

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer In which two ways should the admin configure Data Designer to allow this data to be used within a journey?

Choose 2 answers

- **A. Link the Customers data extension to the data model using Customer ID**
- **B. Link the Orders data extension to the Customers data extension using a One-to-Many relationship**
- C. Link the Customers data extension to the data model using Email Address
- D. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship

Answer: A,B

Explanation:

To configure the data model in Marketing Cloud for effective use in Journey Builder:

Customer ID Linkage: Connect the Customers data extension to the data model using the Customer ID. This serves as a unique identifier to relate customer records across different data extensions.

One-to-Many Relationship: Establish a One-to-Many relationship between the Orders data extension and the Customers data extension. This setup accurately reflects that each customer can have multiple orders but each order is linked to only one customer, facilitating targeted messaging based on order status.

Reference: Salesforce Marketing Cloud Data Designer Documentation

NEW QUESTION # 135

What does Marketing Cloud authenticate when a user logs in through the user interface?

- A. If the user is assigned a role in the parent business unit
- B. If the user is an API User on their record
- C. If the user is logging in from a whitelisted IP address
- D. If the user has login hours enabled on their profile

Answer: C

Explanation:

Marketing Cloud authenticates several factors during user login, among which:

Whitelisted IP address check: Marketing Cloud checks if the user's IP address matches those listed in the IP whitelist settings. This is part of the security measures to ensure that only authorized accesses are allowed from secured locations.

Reference: Salesforce Marketing Cloud Security and User Authentication

NEW QUESTION # 136

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