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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q71-Q76):

NEW QUESTION # 71
Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.
What is the best way to facilitate this within Contact Builder?

- A. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.
- B. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- C. Create three distinct Attribute Groups that link each data extension directly to Contacts.
- D. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.

Answer: A

Explanation:
To effectively set up a welcome journey leveraging customer data across multiple data extensions in Contact Builder:
Single Attribute Group: Create one cohesive Attribute Group that interlinks Customers to Contacts, Orders to Customers, and Products to Orders. This setup ensures a streamlined data flow and relational integrity, crucial for targeting and personalization within the journey.
Data Relationships: This configuration facilitates the use of data across different stages of customer interaction-from acquisition through orders to product preferences-enabling more personalized journey experiences.
Reference: Salesforce Marketing Cloud Contact Builder

NEW QUESTION # 72
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. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- B. Three Filter Activities > three Send Activities to the filtered audiences.
- C. Three Send Activities to the master data extension.
- D. Import File Activity > three Send Activities to the master data extension.

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 # 73
The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.
Which three items will Validate check in an email message?
Choose 3 answers

- A. Grammar and spelling in the email text is correct.
- B. Words or phrases used may trigger spam filters.
- C. Personalization strings map to attributes or data extension fields
- D. Each content area specified in a dynamic content rule exists.
- E. Correct syntax is used on any AMPScript in the email's code.

Answer: C,D,E

Explanation:
In Salesforce Marketing Cloud, the Validate functionality in Email Studio is designed to check specific technical elements of an email to ensure it is correctly configured before sending. The Validate function will check the following items:
A). Each content area specified in a dynamic content rule exists. This check ensures that all content areas referred to by dynamic rules are correctly linked and available, preventing errors when the dynamic content is supposed to display based on subscriber attributes or behaviors.
D). Correct syntax is used on any AMPScript in the email's code. Validate function checks for syntax errors in AMPScript code within the email. This is crucial as it prevents runtime errors that could occur when the email is processed, ensuring that all scripting functions as intended to provide personalization and dynamic content.
E). Personalization strings map to attributes or data extension fields. This ensures that all personalization strings used in the email correctly correspond to attributes or fields in the data source, thereby guaranteeing that personalization and dynamic content display correctly.
These checks are fundamental for ensuring the technical accuracy of the email content, scripting, and personalization, aiding in

delivering a high-quality and effective email campaign.
References:
Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 74

Northern Trails Outfitters uses DoubleClick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.
What feature should be recommended?

- A. Einstein AI
- B. Google Marketing Platform
- C. Interaction Studio
- D. Datorama

Answer: D

Explanation:
Datorama is a marketing intelligence platform that can integrate data from various sources, such as Marketing Cloud, Google Analytics, Facebook Ads, and DoubleClick Bid Manager, and provide insights and analytics to optimize marketing campaigns.

NEW QUESTION # 75

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.
When should the admin create separate business units for each of NTO's brands?

- A. Multiple brand logos must be accommodated in an email header
- B. NTO requires SSL certificate configurations for Content Builder and Portfolio images
- C. Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns
- D. A new sender profile needs to be leveraged for sending transactional emails

Answer: C

Explanation:
Creating separate business units for each brand is necessary when:
Brand-specific Domains: Separate business units allow for the configuration of brand-specific private domains, which are crucial for maintaining brand identity and trust in email campaigns by customizing link and image paths.
Use Case: If different brands under NTO need to leverage their unique domains for sending emails and hosting content, setting up distinct business units allows each brand to manage its sender profiles, content, and subscriber interactions independently.
Reference: Salesforce Marketing Cloud Business Units

NEW QUESTION # 76

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