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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q34-Q39):

NEW QUESTION # 34

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM. However, they only want to sync records that they have identified as marketable. Which filtering option in the synchronization settings could be used when configuring the Contact synced object?

- A. Select all records created since a certain date
- B. Select all records that have an email address
- **C. Select all records where custom boolean field is true**

Answer: C

NEW QUESTION # 35

What functionality is contained in Journey Builder that does not exist in Automation Studio?

- A. The ability to send an email to a Salesforce audience.
- B. The option to convert a qualified Lead to a Contact.
- C. Native execution of a Server-side JavaScript activity.
- **D. Flexibility to wait based on duration or a specific time.**

Answer: D

Explanation:

A functionality unique to Journey Builder that is not available in Automation Studio:

Wait Activities: Journey Builder provides the flexibility to configure wait times based not just on a fixed duration but also until a specific date or time, which is essential for personalizing the timing of customer interactions based on individual behaviors or milestones.

Reference: Salesforce Marketing Cloud Journey Builder

NEW QUESTION # 36

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries. Which feature would allow this functionality?

- **A. Synchronized Data Sources**
- B. CloudPages
- C. Journey Builder
- D. Query Studio

Answer: A

Explanation:

Synchronized Data Sources is the feature that would allow this functionality. Synchronized Data Sources are data sources that allow marketers to import and synchronize data from Salesforce CRM objects into Marketing Cloud data extensions. Synchronized Data Sources can be configured with different settings, such as sync frequency, field mapping, and filter criteria. Synchronized Data Sources enable marketers to use Sales Cloud data in their queries and other Marketing Cloud activities.

NEW QUESTION # 37

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. Marketing Cloud Connect
- B. AMPscript for Marketing Cloud
- **C. Parameter Manager**
- D. Google Analytics 360

Answer: C

Explanation:

To automatically add tracking parameters to links in emails:

Parameter Manager: Utilize the Parameter Manager in Marketing Cloud to configure and automatically append a set of predefined tracking parameters to all links within emails. This tool streamlines the process and ensures consistency across all sent emails. Efficiency and Consistency: By using Parameter Manager, admins can ensure that all emails sent via Email Studio include the necessary tracking parameters without the need for manual entry or customization for each email. Reference: Salesforce Marketing Cloud Parameter Manager

NEW QUESTION # 38

A marketing manager requests to receive an email, once a week, with high-level metrics in a standardized format. Specifically, the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete this request?

- A. Automation Studio: Create a Query Activity to query data from the "Sent" Data View, then use an Email activity to automate the sending of the data.
- **B. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.**
- C. Email Studio: Select the "Account Send Summary*" in Tracking Reports and schedule a weekly report to be sent.

Answer: B

Explanation:

To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period

NEW QUESTION # 39

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