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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q85-Q90):

NEW QUESTION # 85

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 Contacts to Customers, Orders to Products, and Products to Customers.
- **B. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.**
- 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: B

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 # 86

A Marketing Cloud admin has configured a Tracking Extract which includes all subscriber attributes for their global regions. However, the admin notices accented characters in the customers' names appear jumbled in the extracted file.

Which two settings could solve this issue?

Choose 2 answers

- **A. Select Unicode Output**
- B. Change Format to xml
- C. Change Column Delimiter to
- **D. Change Character Encoding to UTF-8**

Answer: A,D

Explanation:

To address the issue of accented characters appearing jumbled in a Tracking Extract, the correct settings to adjust are related to character encoding and output format.

Change Character Encoding to UTF-8: This setting ensures that the extracted file supports Unicode, which includes accented characters and other non-standard characters used globally. UTF-8 encoding is capable of representing any character in the applicable data set, making it ideal for global applications.

Select Unicode Output: This option should be enabled to ensure the file output correctly formats Unicode characters, preventing them from being displayed incorrectly.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 87

What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?

- A. Business name and physical mailing address
- **B. Preference Center link and physical mailing address**
- C. Business name and a link to the business website
- D. Preference Center link and a link to the business website

Answer: B

Explanation:

Under CAN-SPAM requirements, for each commercial send, the Marketing Cloud admin should ensure that there is a Preference Center link and a physical mailing address present in the email. This compliance is critical to allow recipients to manage their email preferences (such as unsubscribing) and to meet legal requirements by providing a physical mailing address, offering transparency and options to the recipients.

Reference: Salesforce Help - CAN-SPAM Compliance

NEW QUESTION # 88

A user asks Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content Creator, Data Manager, and Marketing Cloud Viewer.

What should the admin do to resolve the issue so the user can send an email?

- A. Add the Role Marketing Cloud Channel Manager
- **B. Edit permissions and Grant permissions to Send**

- C. Remove the Marketing Cloud Viewer Role
- D. Edit permissions and deselect Deny for Email Sending

Answer: B

Explanation:

The user in question holds roles that do not inherently include permissions to send emails. The roles assigned are:

Content Creator: Typically has permissions to create content but not necessarily to send emails.

Data Manager: Manages data but does not have email sending permissions.

Marketing Cloud Viewer: Can view campaigns and data but cannot execute or modify them.

To resolve this issue so that the user can send emails, the admin must: A. Edit permissions and Grant permissions to Send - This action involves customizing the user's permissions to include the ability to send emails. This can be done either by adjusting the permissions in one of the existing roles (if customization is possible and appropriate) or by creating a custom role or permission set that includes email sending capabilities.

References:

Salesforce Marketing Cloud Documentation on "Roles and Permissions"

NEW QUESTION # 89

What are entry source types for Journey Builder?

- A. Data Extension, Cloud Pages, Email List, API Event
- B. Data Extension, Salesforce Community, GA360, Email List
- C. Data Extension, Email List, API Event, Date Based Event
- D. Data Extension, Audience Studio, API Event, Date Based Event

Answer: C

Explanation:

The entry source types for Journey Builder include:

C). Data Extension, Email List, API Event, Date Based Event These sources allow a marketing campaign to automatically start or transition contacts based on their interaction with various data sources:

Data Extension: Contacts can be injected into a journey based on records in a data extension.

Email List: Contacts from a specific email list can be used as an entry event.

API Event: This allows external systems to trigger entry into a journey.

Date Based Event: Contacts can enter a journey based on a specific date or a date attribute in a data extension.

Reference: Salesforce Help - Journey Builder Entry Sources

NEW QUESTION # 90

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