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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q121-Q126):

NEW QUESTION # 121

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet.

Individuals should only be allowed to enter once, and the winner will be selected randomly.

All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution?

Choose 2 answers

- A. Data Extension with double opt-in status defined.

- B. Microsite with Smart Capture to store entrants on a data extension.
- C. Send Email Activity with a link to a subscription center.
- D. Microsite with Web Collect to store entrants on a data extension.

Answer: A,B

Explanation:

For the restaurant supply company's need to update their trade show contact collection method:

B). Microsite with Smart Capture to store entrants on a data extension: Smart Capture forms on a microsite provide a direct, digital method to collect entries efficiently and store them directly into a data extension.

D). Data Extension with double opt-in status defined: This setup helps manage consent and ensures compliance with email marketing regulations, as it allows entrants to confirm their subscription to the newsletter through a follow-up email.

These components provide an updated and efficient method for capturing and managing trade show contacts, while also ensuring compliance with marketing regulations.

Reference: Salesforce Help - Smart Capture Forms

NEW QUESTION # 122

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

- A. Mobile Connect
- B. Journey Builder
- C. Mobile Push
- D. Contact Builder

Answer: B,C

Explanation:

Journey Builder and Mobile Push are two products that would allow them to send push notifications to customers with their mobile app. Journey Builder is a product that allows marketers to create and execute cross-channel customer journeys based on events, activities, and goals. Journey Builder can be used to send push notifications to mobile app users as part of a journey. Mobile Push is a product that allows marketers to create, manage, and deliver push notifications to mobile app users. Mobile Push can be used to send push notifications as standalone messages or as part of a journey.

NEW QUESTION # 123

To prevent retention of stagnant data, Northern Trail Outfitters (NTO) wants any inactive data stored in data extensions to be cleared after 12 months.

What action should NTO take?

- A. Set inactive date to be automatically cleared after one year, but is recoverable
- B. Apply a row-based retention to each data extension as it is created, set to 12 months
- C. Configure the business unit data retention setting to 12 months
- D. Configure the Enterprise-wide default retention to one year

Answer: B

Explanation:

To clear inactive data stored in data extensions after 12 months, NTO should apply a row-based retention to each data extension as it is created, set to 12 months. This will delete any records that have not been modified in the last 12 months. Row-based retention can be applied to individual data extensions or data extension templates.

NEW QUESTION # 124

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.

What should the admin confirm to resolve the issue?

- A. The Data extension is marked as Sendable and Testable

- **B. The data extension is marked as Sendable**
- C. The data extension is linked using the Contact Key
- D. The data extension contains a Salesforce ID

Answer: B

Explanation:

To resolve the issue of a data extension not appearing for email sends, confirm:

Sendable Status: Ensure the data extension is marked as Sendable. This setting links the data extension to a subscriber attribute, allowing it to be used for email sends.

Configuration Check: Verify the send relationship within the data extension properties, ensuring it correctly relates to the subscriber key or another unique identifier used for email campaigns.

Reference: Salesforce Marketing Cloud Data Extension Setup

NEW QUESTION # 125

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory. How should this setup be achieved?

- A. All child business units should have an individual SFTP user
- B. Each business unit should have multiple SFTP users
- **C. Copy the parent SFTP user into each child business unit**
- D. Child business unit SFTP user should be created

Answer: C

Explanation:

To configure multiple business units in Marketing Cloud to use the same SFTP directory, the most efficient method is to copy the parent SFTP user credentials into each child business unit. This approach ensures all business units access the same SFTP directory for file transfers, maintaining consistency and simplifying management of file access across the business units. This setup avoids the complexity and maintenance of separate SFTP users for each business unit, streamlining operations.

Reference: Salesforce Help - SFTP Setup with Business Units

NEW QUESTION # 126

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