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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q35-Q40):

NEW QUESTION # 35

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommended to ensure content is displayed properly within the email.

- A. A/B Test content type
- B. AMP script conditional against the Gender field
- C. AMP script lookup Rows functions
- **D. Dynamic Content Wizard**

Answer: D

Explanation:

For displaying content based on gender within an email:

Dynamic Content Wizard in Email Studio: This tool allows the creation of content blocks that change based on subscriber attributes

directly within the email. It is user-friendly and does not require advanced technical skills.

Implementation: By using the Gender field in the sendable data extension, the Dynamic Content Wizard can automatically display different content such as men's or women's shoes based on the subscriber's gender, ensuring that the email content is appropriate and targeted.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 36

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud.

Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?

Choose 2 answers

- A. Boolean
- B. Text
- C. Number
- D. Decimal

Answer: A,C

Explanation:

When creating a data extension for subscriber data from a data warehouse, fields that typically require minimal consideration for size or scalability include:

Number: Fields designated as 'Number' generally consume less storage space and are straightforward in terms of scalability and processing within data extensions.

Boolean: Boolean fields, representing simple true/false values, are highly efficient in terms of storage and processing, making them less of a concern in terms of scalability.

Reference: Salesforce Marketing Cloud Data Extension Best Practices

NEW QUESTION # 37

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. File Transfer Activity
- B. Decryption Activity
- C. Data Extract Activity
- D. Import Activity

Answer: A

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 # 38

Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella.

They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible.

Which Marketing Cloud product should NTO purchase as a solution?

- A. Analytics Builder
- B. Distributed Sending
- C. Content Syndication
- D. Email Reactions

Answer: B

Explanation:

For Northern Trail Outfitters (NTO) to send monthly statements to franchisees under a policy that requires the content not to be publicly accessible, the appropriate solution is Distributed Sending. This product allows corporate to control and manage email

content centrally while enabling local franchises to send these emails directly to their respective recipients. This ensures that statements remain private and are only accessible to the intended recipients.

Reference: Salesforce Help - Distributed Sending

NEW QUESTION # 39

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers.

They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- B. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- C. IP ramp -up is important to establish a positive sender reputation.
- D. IP ramp -up can be bypassed, given their historical lack of deliverability issues.

Answer: B,C

Explanation:

For a large retail company migrating to Marketing Cloud, proper IP warming is critical:

A). IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers: It's essential to gradually increase the volume of emails sent from a new IP address to build a positive reputation with Internet Service Providers (ISPs).

D). IP ramp-up is important to establish a positive sender reputation: Establishing a positive sender reputation with ISPs during the IP warming process helps ensure high deliverability and avoids being flagged as spam.

These responses highlight the necessity and methodology of IP warming when transitioning to a new email platform to maintain deliverability standards.

Reference: Salesforce Help - IP Warming

NEW QUESTION # 40

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