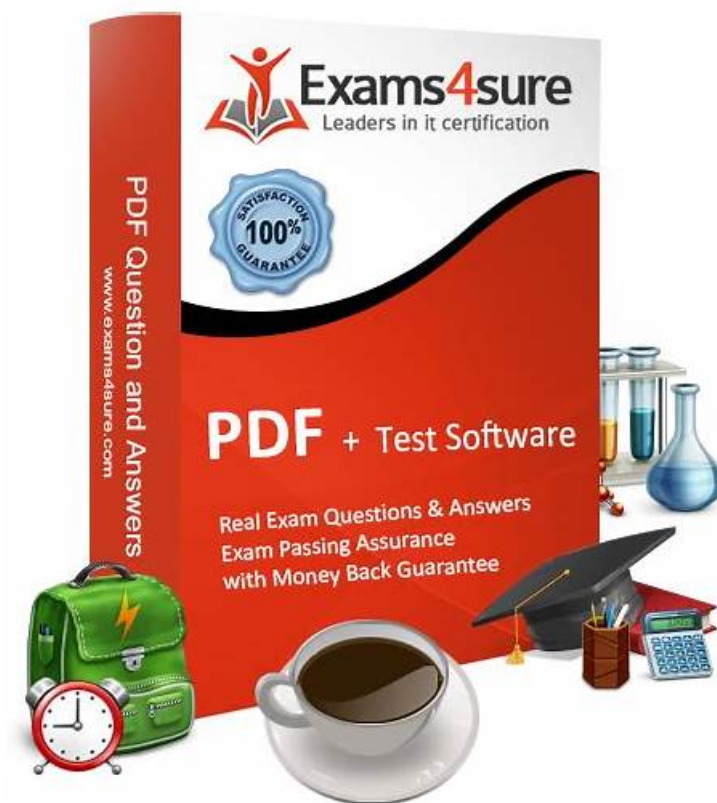


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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q84-Q89):

#### NEW QUESTION # 84

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

**Answer: C,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 # 85

A customer frequently holds seminars and other events to interface with their customers. They plan to do the following:

- Use Smart Capture forms to write data into event registration data extensions.
- Cross-reference the records in each registration data extension with corresponding invitation email sends.
- Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?

- A. SQL
- B. AMPscript
- C. HTML
- D. CSS

**Answer: A**

Explanation:

For the customer's needs involving Smart Capture forms, cross-referencing event registration data with email activities, and triggering follow-up emails based on specific actions (like clicking but not completing registration), SQL skills are essential. SQL would be used to query the data extensions to identify which customers clicked the registration link but did not complete the registration form.

This information can then be used to target follow-up communications effectively.

Reference: Salesforce Help - SQL Query Activity

#### NEW QUESTION # 86

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account?

Choose 2 answers

- A. Contact-specific data at the job level
- B. Contact data in non-sendable data extensions
- C. General tracking data at the job level
- D. Contact data in sendable data extensions

**Answer: B,C**

Explanation:

Following a Contact Delete request, certain data types remain within the account:

B). Contact data in non-sendable data extensions: This data does not directly link to an individual's subscriber key or contact ID, allowing it to persist in the system for reporting and analytical purposes without targeting specific individuals.

C). General tracking data at the job level: This includes aggregated data on email opens, clicks, and other engagement metrics collected at the campaign level, not tied to individual contact identities, thus remaining in the system post-deletion.

Reference: Salesforce Help - Contact Deletion

#### NEW QUESTION # 87

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

**Answer: A,D**

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 # 88

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.

Which feature should they use?

- A. Lookup reference to Contact Object
- B. Master-detail relationship to Contacts
- C. Tokenized Sending
- D. Field Level Encryption

**Answer: C**

Explanation:

For Northern Trail Outfitters to avoid storing sensitive information such as email addresses and phone numbers directly in Marketing Cloud, the recommended feature is:

Tokenized Sending: This method replaces sensitive data with tokens that can be used in communications without exposing actual data values. It helps in maintaining the confidentiality and integrity of personal data while still enabling personalized marketing communications.

Implementation: Set up Tokenized Sending by configuring the data relationships either through Marketing Cloud Connect or using an external token provider. This ensures that during the send process, the system uses tokens to retrieve and incorporate actual data temporarily without storing it in the database.

Reference: Salesforce Marketing Cloud Tokenized Sending

#### NEW QUESTION # 89

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