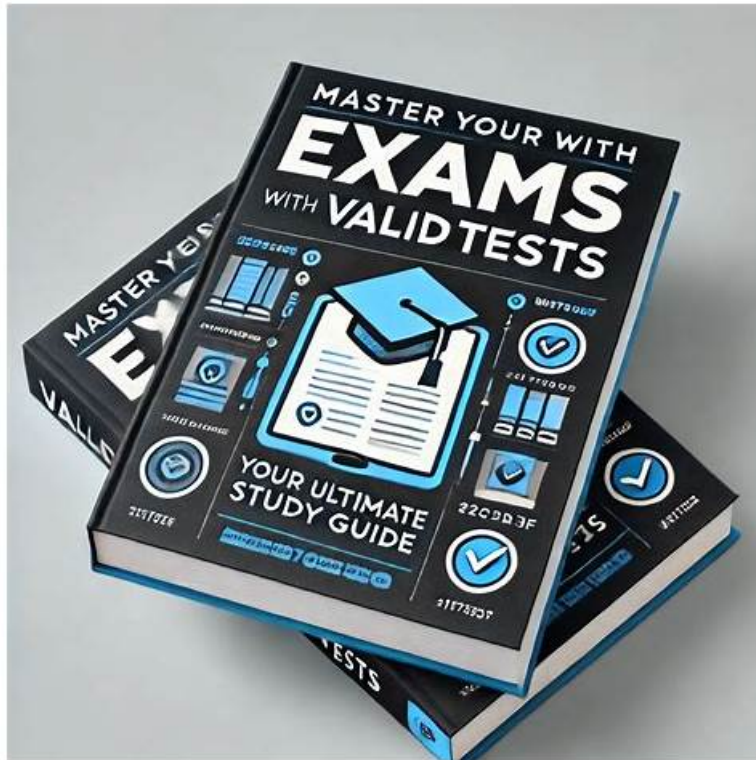


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q84-Q89):

NEW QUESTION # 84

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the

data coming from Sales Cloud is NOT up to date.
Where should the Marketing Cloud admin begin troubleshooting?

- A. **Contact Builder > Synchronized Data Extensions**
- B. Automation Studio > File Transfers
- C. Contact Builder > Data Sources
- D. Email Studio > Synchronized Data Extensions

Answer: A

Explanation:

To troubleshoot issues with outdated data from Sales Cloud in Marketing Cloud, the admin should:

Check Synchronized Data Extensions: Navigate to Contact Builder and review the Synchronized Data Extensions. This area shows the synchronization status and configuration between Sales Cloud and Marketing Cloud.

Data Refresh Rate: Verify how frequently the data is synchronized and ensure that the synchronization schedule meets the operational requirements, adjusting as necessary to ensure data is up to date.

Reference: Salesforce Marketing Cloud Synchronization Documentation

NEW QUESTION # 85

Northern Trail Outfitters (NTO) only has enough licenses for their staff. A campaign manager is out on parental leave How should NTO create a new user to fill in?

- A. Disable the campaign manager's user and create a new user
- B. **Deactivate the campaign manager's license and assign it to the new user**
- C. Delete the campaign manager's user and create a new user
- D. Transfer the campaign manager's permissions to a new user

Answer: B

Explanation:

To efficiently manage limited licenses and ensure continuity in campaign management while the campaign manager is on parental leave:

Deactivate the Existing User: Temporarily deactivate the campaign manager's user account. This action frees up a license without deleting the user's historical data or settings.

Reassign the License: Assign the freed-up license to a new user who will temporarily fill the campaign manager's role. This approach maintains operational efficiency and compliance with license limitations.

Reference: Salesforce Marketing Cloud User Management Documentation

NEW QUESTION # 86

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.

What should NTO do to create this audience?

- A. Data Filters
- B. Measures
- C. Journey
- D. **SQL Queries**

Answer: D

Explanation:

To target subscribers based on complex criteria, such as recent engagement and geographic proximity:

Use SQL Queries in Automation Studio to create a highly specific audience segment. SQL queries allow for the combination of multiple data points and criteria into a single query, providing the flexibility needed for complex segmentation.

Write a SQL query that joins email interaction data with subscriber location data, filtering for those who engaged within the last 30 days and are within 10 miles of an NTO store.

Reference: Salesforce Marketing Cloud SQL Query Activity in Automation Studio

NEW QUESTION # 87

Northern Trail Outfitters uses Parameter Manager to automatically tag links, they want to include a Campaign Identifier to the links within a specific campaign message.

At which level should the `utm_campaign` value be configured?

- **A. Email**
- B. Subscriber
- C. Account
- D. Link

Answer: A

Explanation:

For Northern Trail Outfitters to include a Campaign Identifier (`utm_campaign`) to the links within a specific campaign message using Parameter Manager, the `utm_campaign` value should be configured at the Email level. This allows the specific campaign identifier to be applied to all links within that particular email campaign, ensuring consistent tracking and reporting across all links included in that email.

Reference: Salesforce Help - Parameter Manager

NEW QUESTION # 88

Northern Trail Outfitters (NTO) keeps their subscribers in sync with their external database via the import of a CSV file which is dropped to the of Marketing Cloud SFTP each day. However, NTO has realized the number of subscribers being sent emails is considerably lower than the number they were expecting based on records in their database.

Which feature would allow NTO to monitor whether all records were added to the target data structure each day?

- **A. Run Completion within the File Drop Automation**
- B. Notation Settings within the Import File Activity
- C. External Key within the Import File Activity
- D. Runtime Error within the File Drop Automation

Answer: A

Explanation:

To monitor whether all records are being added to the target data structure each day in a scenario like that of Northern Trail Outfitters (NTO), the feature "Run Completion" within the File Drop Automation is most relevant. This feature allows the admin to check the status and results of the file drop automation, which includes verifying if the automation successfully completed and how many records were processed and added to the data extension. Using this feature, NTO can monitor daily imports and identify any discrepancies in the number of records processed, which could explain why fewer subscribers than expected are being sent emails.

References:

Salesforce Marketing Cloud Documentation on "Automation Studio" and "File Drop Triggers"

NEW QUESTION # 89

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