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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q141-Q146):

NEW QUESTION # 141

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key.

Which import type could the admin use instead?

- A. Update Only
- B. Add and Update
- C. Overwrite
- D. Add Only

Answer: C

Explanation:

When using the Import Wizard to import data into a non-sendable data extension that encounters an error due to the primary key requirement, choosing the "Overwrite" import type is the correct solution. The "Overwrite" option allows the admin to completely replace the existing data in the data extension with the new data from the import file. This type of import does not require a primary key because it does not need to reference individual records for updates or additions; it simply replaces all records in the data extension. Other import types like "Add Only," "Add and Update," and "Update Only" require a primary key to differentiate between records, especially when updating or adding specific records without deleting existing data.

References:

Salesforce Marketing Cloud Documentation on "Data Management"

NEW QUESTION # 142

A Marketing Cloud admin to create custom roles for their business process.

What should be taken into consideration to accomplish this?

- A. Custom roles override an individual user's granular permission assignments.
- B. Custom roles can only be edited by the user who created the role initially.
- **C. Custom roles are only available within the business in which they were created.**
- D. Custom roles are available on their Marketing Cloud account.

Answer: C

Explanation:

When creating custom roles in Marketing Cloud, it's important to consider that:

B). Custom roles are only available within the business unit in which they were created. This means that the scope of the custom roles is limited to the specific business unit, and they do not automatically apply to other business units within the same Marketing Cloud account.

Reference: Salesforce Help - Custom Roles

NEW QUESTION # 143

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

Answer: B,C

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 # 144

Northern Trail Outfitters just purchased Marketing Cloud.

Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant?

Choose 3 answers

- A. Importing data into contacts using the Data Loader
- B. Creating users and assigning roles which meet their job functions
- C. Classifying sends and defining parameters for email sends
- D. Building the data structure used to store audience information
- E. Creating a SMS message and sending a mobile campaign

Answer: A,B,D

Explanation:

In the Setup Assistant for a new Salesforce Marketing Cloud instance, the admin is guided through several critical tasks to establish the operational environment:

Creating users and assigning roles: Setup Assistant helps define user roles and permissions tailored to specific job functions, ensuring proper access control and workflow management.

Building the data structure: This task involves creating data extensions and attribute groups to effectively organize and manage customer data.

Importing data into contacts: Utilizing tools like Data Loader, the admin can import existing customer data into Marketing Cloud, setting the foundation for targeted marketing activities.

Reference: Salesforce Marketing Cloud Setup Assistant

NEW QUESTION # 145

A Consultant has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed. Which import type should be used?

- A. Update Only
- B. Add/Update
- C. Overwrite
- D. Add Only

Answer: C

Explanation:

Given that the customer's product catalog changes daily with products being added and removed, the import type that should be used is A. Overwrite. This import type will replace the existing data in the data extension with the new data from the CSV file each morning, ensuring that the data extension always reflects the most current product catalog without any outdated entries.

Reference: Salesforce Help - Import Types

NEW QUESTION # 146

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