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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q124-Q129):

NEW QUESTION # 124

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit

accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- **A. Subscriber Key**
- B. Contact ID
- C. Data Extensions
- D. Member Record

Answer: A

Explanation:

For the financial services customer's need to manage multiple accounts that share the same email address but maintain separate subscriber attributes, the correct component to use is the Subscriber Key. This key uniquely identifies each subscriber in Marketing Cloud, enabling multiple profiles (each associated with different accounts) to share a single email address but retain distinct attributes and engagement tracking.

Reference: Salesforce Help - Subscriber Key

NEW QUESTION # 125

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries.

Which feature would allow this functionality?

- **A. Synchronized Data Sources**
- B. Query Studio
- C. Journey Builder
- D. CloudPages

Answer: A

Explanation:

Synchronized Data Sources is the feature that would allow this functionality. Synchronized Data Sources are data sources that allow marketers to import and synchronize data from Salesforce CRM objects into Marketing Cloud data extensions. Synchronized Data Sources can be configured with different settings, such as sync frequency, field mapping, and filter criteria. Synchronized Data Sources enable marketers to use Sales Cloud data in their queries and other Marketing Cloud activities.

NEW QUESTION # 126

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

Answer: D

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To troubleshoot issues with outdated data from Sales Cloud in Marketing Cloud, the admin should: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 # 127

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses Where could the details be found?

- A. Run a Bounce Email Report
- **B. Query the Bounce Data View**
- C. Run an Account Send Summary Report
- D. Query the Send Log

Answer: B

Explanation:

To create a suppression list for hard-bounced email addresses, the most direct approach is to query the Bounce Data View in SQL. This Data View contains all bounce-related information, allowing admins to specifically filter for hard bounces by the bounce category. Using a query activity, the admin can extract all hard bounce records and create a dynamic or static suppression list based on these results. This method is efficient and ensures that only relevant data is included in the suppression list.

Reference: Salesforce Help - Querying Data Views for Bounce Information

NEW QUESTION # 128

An email manager was anticipating a test email to arrive in their inbox.

Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Reports > Administrator Reports > Email Sends By User
- B. My Reports > Administrator Reports > Email Send Report
- C. My Tracking > A/B Testing
- **D. My Tracking > Test Send Emails**

Answer: D

Explanation:

To verify if a test email has been sent from Email Studio, the admin should:

Navigate to Email Studio.

Go to the My Tracking tab.

Select Test Send Emails. This section provides a detailed log of all test emails sent, including their status and timestamp, allowing the admin to confirm whether the test email was deployed successfully.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 129

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