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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q16-Q21):

### NEW QUESTION # 16

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

- A. Conversion Tracking
- B. Google Analytics 360
- C. Collect Tracking code
- D. Web & Mobile Analytics

**Answer: C**

Explanation:

The Collect Tracking code is a JavaScript code that is added to a website to capture and send user behavior data to Marketing Cloud. This data is stored in data extensions and can be used for Einstein Recommendations

### NEW QUESTION # 17

Northern Trail Outfitters has the Discover Reporting Tool.

Which two report types could help them drive mobile adoption strategy?

Choose 2 answers

- A. Email Sending Performance Report
- B. Time Between Send and Engagement
- C. Deliverability Complaint Rate
- D. Email Performance by Device

**Answer: B,D**

Explanation:

The Time Between Send and Engagement report shows how long it takes for subscribers to open or click an email after it is sent, which can help optimize the send time for mobile users. The Email Performance by Device report shows how subscribers interact with emails on different devices, such as desktops, tablets, or phones, which can help design responsive emails for mobile users.

### NEW QUESTION # 18

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Normalize data and fields to prevent redundancy.
- B. Ensure all available data is included.
- C. Identify and assign appropriate keys to tie records together.
- D. Remove nonessential data for marketing purposes.
- E. Ensure every data source has a sendable field.

**Answer: A,C,D**

Explanation:

As the Marketing Cloud admin plans to expand the data model to include SMS and Push channels, it's important to prepare the data model for high data quality:

- A). Remove nonessential data for marketing purposes: This helps streamline data management and ensures the data model is not cluttered with irrelevant information, making it easier to manage and use.
- B). Identify and assign appropriate keys to tie records together: Proper key management ensures that different data sources can be linked effectively, facilitating a unified view across different marketing channels.
- C). Normalize data and fields to prevent redundancy: Normalization reduces data redundancy and inconsistency, which is essential for maintaining data integrity and efficiency in a multi-channel environment.

Reference: Salesforce Help - Data Management Best Practices

### NEW QUESTION # 19

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.

Which two settings should be selected before the admin can configure the Holdback percentage?

Choose 2 answers

- A. Data Extension entry source
- B. Run Once schedule type
- C. Journey re-entry settings
- D. Winner evaluation

**Answer: A,D**

Explanation:

To configure a journey using Path Optimizer with a holdback of 60% of the contacts until a winner has been selected, the Marketing Cloud admin needs to set:

A). Data Extension entry source: Ensures the journey is pulling contacts from a specific data extension which can be effectively managed and monitored for the experiment.

D). Winner evaluation: This setting allows the admin to specify how and when the winning path is determined, which is critical to managing the holdback and subsequent path optimization.

Reference: Salesforce Help - Path Optimizer

### NEW QUESTION # 20

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A user -initiated message to send an email to customers who made a purchase daily.
- B. A file drop automation to send emails to customers who have made a purchase.
- C. A triggered message to send an email as soon as a customer completes a purchase.
- D. A scheduled automation to send emails to customers who made a purchase daily.

**Answer: C**

Explanation:

The best solution to reduce manual workloads and improve customer experience for Northern Trail Outfitters, given the increase in customer purchases, is to implement D. A triggered message to send an email as soon as a customer completes a purchase. This approach automates the process of sending order confirmations and ensures that customers receive timely and relevant communications immediately after their purchase, enhancing their experience and reducing the workload on the team.

Reference: Salesforce Help - Triggered Emails

### NEW QUESTION # 21

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