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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q111-Q116):

NEW QUESTION # 111

A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order_Details, and 'Products.

The data extensions contain the following information:

- Orders: OrderId, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal
- Order_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount
- Products: ProductId, SKU, Name, Description, Cost, Price

Which two actions should be taken in Data Designer?

Choose 2 answers

- A. Create a one-to-one relationship between the contact record and Order Details.

- B. Create a one-to-many relationship between Orders and Order_Details.
- C. Create a one-to-one relationship between Order_Details and Products.
- D. Create a one-to-one relationship between Orders and Order_Details.

Answer: B,C

Explanation:

In the scenario of managing data relationships for an eCommerce site:

B). Create a one-to-many relationship between Orders and Order_Details: This relationship allows multiple order details (such as individual items, quantities, and prices) to be associated with a single order, reflecting the typical structure of an eCommerce transaction.

D). Create a one-to-one relationship between Order_Details and Products: This relationship links each order detail line to a specific product, allowing for detailed tracking and analysis of product sales.

These relationships set up a logical and functional structure in Data Designer, enabling effective data management and utilization for reporting and customer insights.

Reference: Salesforce Help - Data Designer

NEW QUESTION # 112

A Marketing Cloud admin wants to ensure no one could access the API with their Marketing Cloud user credentials. Which security setting would control this behavior?

- A. Deselect 'Enable Username and Password for Web Services'
- B. Select 'Enable Audit Trail Data Collection'
- C. Select 'Identity Verification'
- D. Deselect 'Exclude API Users From Password Expiration'

Answer: A

Explanation:

The security setting 'Enable Username and Password for Web Services' allows users to access the API with their Marketing Cloud username and password. If this setting is deselected, users will need to use an API user or an installed package to access the API.

NEW QUESTION # 113

Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com).

Which steps should be taken to implement this?

Choose 2 answers

- A. Edit the entity Verification Settings
- B. Enforce Export Email Whitelist
- C. Add a Domain to the Export Email Whitelist
- D. Enable IP Whitelisting

Answer: B,C

Explanation:

To limit the distribution of Marketing Cloud tracking data via email to only those within the ntoretail.com domain:

Add a Domain to the Export Email Whitelist: Configure the settings to include 'ntoretail.com' in the export email whitelist. This ensures that only email addresses from this domain can receive exported data.

Enforce Export Email Whitelist: Activate this setting to strictly enforce the whitelist during data exports, preventing any non-whitelisted domains from receiving tracking data.

Reference: Salesforce Marketing Cloud Security Settings

NEW QUESTION # 114

A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.

What should the admin do to ensure only specific Contacts are synced?

- A. Filter existing records in All Subscribers
- B. Filter records on a formula field
- **C. Filter records on a Boolean field**
- D. Filter records created after a specified date

Answer: C

Explanation:

To sync specific contacts from Sales Cloud to Marketing Cloud without syncing all contacts, particularly when not all contacts need email communications, the admin should use a Boolean field to filter the contacts.

This can be configured in the Contact Builder under Data Sources. A Boolean field allows for a simple true/false condition that can be set in Sales Cloud and used to control which records are synchronized based on their relevance for email communication. This method ensures that only contacts marked true (or false, depending on the setup) are brought into Marketing Cloud, efficiently managing the sync and keeping irrelevant contacts out of the system.

Reference: Salesforce Help - Synchronize Salesforce Data

NEW QUESTION # 115

Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit. How should they accomplish this?

- **A. Assign a role to the business unit**
- B. Disable the permissions directly within the business unit
- C. Set default permissions with the restrictions on the business unit
- D. Apply a permission set to the business unit

Answer: A

Explanation:

Assigning a role to the business unit allows the admin to apply specific permission restrictions to all users in that business unit. The role defines what users can access and do within Marketing Cloud. The other options are not valid ways to accomplish this requirement.

NEW QUESTION # 116

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