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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q77-Q82):

NEW QUESTION # 77

A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular end. The admin of Marketing Cloud Connect is functioning properly.

What should the admin confirm about the data extension?

- A. The triggered Send Data Extension data extension template was used.
- B. The data extension is located in the Synchronized Data Extensions folder.
- C. The wind relationship links Subscriber Key to Subscribers on Email Address
- D. The data extension is located in the Salesforce Data Extensions folder.

Answer: D

Explanation:

For Individual Email Results to be pushed back into Sales Cloud correctly, it's critical that the data extension used is specifically a Salesforce Data Extension. This type of data extension is designed to integrate with Salesforce CRM, allowing for the seamless flow of data back into Sales Cloud, such as Individual Email Results. This ensures that email interaction data recorded in Marketing Cloud is accurately reflected in Sales Cloud for comprehensive tracking and reporting.

Reference: Salesforce Help - Marketing Cloud Connect

NEW QUESTION # 78

Which three considerations should be made when setting up Distributed Marketing?

Choose 3 answers

- A. Business users can select any email at the time of sending.
- B. Default options can be set up for the greeting in the email.
- C. Messages can be sent to Contacts, Leads, and Person Accounts.
- D. A journey can be connected to one or more Campaigns.
- E. The DM administrator Profile is required to access Distributed Marketing.

Answer: B,C,D

Explanation:

When setting up Distributed Marketing, several considerations are essential:

B). Default options can be set up for the greeting in the email: This allows customization of the greeting line within the email templates, providing a personalized touch for recipients.

C). A journey can be connected to one or more campaigns: This functionality supports the integration of Distributed Marketing journeys with multiple campaigns, enhancing targeting and segmentation capabilities.

E). Messages can be sent to Contacts, Leads, and Person Accounts: Distributed Marketing allows sending messages to a diverse range of recipient types, which expands the flexibility and reach of marketing efforts.

Reference: Salesforce Help - Distributed Marketing Setup

NEW QUESTION # 79

What is Setup Assistant?

- A. Support service allowing the outsourcing of repetitive admin tasks
- B. A search within Help and Training limited to configuration documents
- C. A prioritized account configuration checklist
- D. A dashboard containing key metrics for the business unit

Answer: C

Explanation:

Setup Assistant in Salesforce Marketing Cloud:

Functionality: Setup Assistant acts as a prioritized checklist designed to guide administrators through the configuration of their Marketing Cloud account. It outlines essential steps in a logical and structured order to ensure a complete and efficient setup process.

Usage: Administrators can access Setup Assistant from the Setup menu in Marketing Cloud, where they can follow the step-by-step instructions to configure various components of their account, such as sending domains, data management, and more.

Reference: Salesforce Marketing Cloud Setup Assistant Guide

NEW QUESTION # 80

Where would a Marketing Cloud admin view all verified email addresses?

- A. Identity Verification Log
- B. Reply Mail Management
- C. From Address Management
- D. Sender Profiles

Answer: C

Explanation:

To view all verified email addresses in Marketing Cloud:

Navigate to From Address Management: This section within Email Studio allows administrators to manage and view all sender addresses that have been verified and are approved for use in sending emails.

Verification and Management: This area specifically holds records of each email address that has been set up and verified, including the status of each, ensuring they are authorized to send emails from the platform.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 81

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the implementation Consultant recommend?

Choose 2 answers.

- A. Create an Import Activity to import alumni data into Salesforce Report.
- B. Use Data Designer to link student and alumni data to the contact record.
- C. Use Synchronized Data Sources to data from the Sales Cloud.
- D. Create list attributes to store student data from the Sales Cloud.

Answer: B,C

Explanation:

Recommendations for integrating diverse student data into Journey Builder:

Data Designer: Utilize Data Designer to establish relationships between student data, alumni records, and the contact record. This tool allows the creation of a unified view that supports personalized journeys based on comprehensive student profiles.

Synchronized Data Sources: Implement synchronized data sources to continuously import and update data from the Sales Cloud, ensuring that the data in Marketing Cloud remains current and accurate.

Reference: Salesforce Marketing Cloud Data Management

NEW QUESTION # 82

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