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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q36-Q41):

NEW QUESTION # 36

What functionality is contained in Journey Builder that does not exist in Automation Studio?

- A. The option to convert a qualified Lead to a Contact.
- B. Native execution of a Server-side JavaScript activity.
- C. The ability to send an email to a Salesforce audience.
- **D. Flexibility to wait based on duration or a specific time.**

Answer: D

Explanation:

A functionality unique to Journey Builder that is not available in Automation Studio:

Wait Activities: Journey Builder provides the flexibility to configure wait times based not just on a fixed duration but also until a specific date or time, which is essential for personalizing the timing of customer interactions based on individual behaviors or milestones.

Reference: Salesforce Marketing Cloud Journey Builder

NEW QUESTION # 37

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions. Which workflow should meet these requirements?

- A. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1
- B. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- **D. File Drop Automation: Import File Activity > SQL Query Activity1 > SQL Query Activity 2**

Answer: D

Explanation:

For handling a daily file drop that requires immediate processing:

File Drop Automation: Use File Drop Automation triggered by the presence of a new file on the SFTP. This automatically starts the import and subsequent data handling processes.

Workflow Details: Start with an Import File Activity to load data into the staging data extension, followed by SQL Query Activity 1 to segment the data into one target data extension and SQL Query Activity 2 for the other.

Reference: Salesforce Marketing Cloud Automation Studio

NEW QUESTION # 38

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute. How would the admin ensure a notification is received when the query fails?

- A. Install the Marketing Cloud App on phone to receive Push Messages
- B. Configure the "Event Notification Service" in Setup with their Email Address
- **C. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings"**
- D. Add their Email Address in the Query Activity Notifications Field

Answer: C

Explanation:

To ensure a notification is received when a scheduled query fails, the Marketing Cloud admin should add their email address in the automation settings under "Runtime Error or Skipped Run Notification Settings." This setup in the automation configuration will alert the admin via email if there is a failure in the query's execution, enabling timely identification and resolution of issues.

Reference: Salesforce Help - Automation Studio

NEW QUESTION # 39

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud. Which feature should they use?

- A. Lookup reference to Contact Object
- **B. Tokenized Sending**
- C. Master-detail relationship to Contacts
- D. Field Level Encryption

Answer: B

Explanation:

For Northern Trail Outfitters to avoid storing sensitive information such as email addresses and phone numbers directly in Marketing Cloud, the recommended feature is:

Tokenized Sending: This method replaces sensitive data with tokens that can be used in communications without exposing actual data values. It helps in maintaining the confidentiality and integrity of personal data while still enabling personalized marketing

communications.

Implementation: Set up Tokenized Sending by configuring the data relationships either through Marketing Cloud Connect or using an external token provider. This ensures that during the send process, the system uses tokens to retrieve and incorporate actual data temporarily without storing it in the database.

Reference: Salesforce Marketing Cloud Tokenized Sending

NEW QUESTION # 40

Which two data structures could be configured to appear in the out-of-the-box Subscription center? Choose 2 answers

- A. Data Extensions
- B. Lists
- C. Publication Lists
- D. Groups

Answer: B,C

Explanation:

The out-of-the-box Subscription center can display Publication Lists and Lists as options for subscribers to opt in or out of. Data Extensions and Groups are not supported by the default Subscription center.

NEW QUESTION # 41

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