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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q21-Q26):

NEW QUESTION # 21
As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.
What is the recommended best practice for font usage in email?

- A. Build an email as one image, with all text saved in the brand font.
- B. Use a web-safe font for text that closely matches the brand's custom font.
- C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- D. Build an email using multiple images, with all text saved in the brand font.

Answer: B

Explanation:
When incorporating custom brand fonts into emails for Northern Trail Outfitters:
Web-safe Fonts: It's recommended to use web-safe fonts in emails to ensure consistent rendering across different email clients. Custom fonts are often not supported by many email clients, which can lead to inconsistent branding and user experience.
Font Selection: Choose a web-safe font that closely resembles the custom brand font to maintain the brand's visual identity while ensuring the email content is accessible and readable across all platforms.
Reference: Salesforce Marketing Cloud Email Design Best Practices

NEW QUESTION # 22
A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails.
What functionality would allow this?

- A. Advertising Studio
- B. Web Analytics Connector
- C. Web and Mobile Analytics
- D. Personalization Builder

Answer: B

Explanation:
To append an Urchin Tracking Module (UTM) variable string to links in emails, the Marketing Cloud admin should use the Web Analytics Connector (WAC). This functionality automatically appends tracking parameters, such as UTM parameters, to all URLs in outgoing emails. This allows for detailed tracking of email effectiveness within analytics platforms like Google Analytics. The Web Analytics Connector can be configured within Email Studio to include specific UTM parameters as required by marketing strategies.
Reference: Salesforce Help - Web Analytics Connector

NEW QUESTION # 23
Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists.
How should the user be updated to allow the analyst the appropriate access?

- A. Add Marketing Cloud Security Administrator
- B. Remove Marketing Cloud Channel manager
- C. Add Distributed Sending user
- D. Remove Marketing Cloud Viewer

Answer: A

Explanation:
To allow the business analyst at Northern Trail Outfitters to import contact lists, the role needed is one that grants permissions for import activities. Among the options:
B). Add Marketing Cloud Security AdministratorThis role would provide the analyst with the necessary permissions to manage data imports. The Marketing Cloud Security Administrator role includes broader permissions that encompass data management and security settings, which are required for importing contact lists.

Reference: Salesforce Help - User Roles and Permissions

NEW QUESTION # 24

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

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

Answer: D

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 # 25

Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records.
How should the unique identifier of the data model be setup if the Mobile Push and Email channels are used within the same account?

- A. Strategically control the Contact Key values in email, but let Marketing Cloud automatically tie records as needed from Mobile Push.
- B. Use a third-party system to identify and delete duplicate Contact Keys.
- C. Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- D. Strategically control the Contact Key values and tie records together across channels using this key.

Answer: D

Explanation:
The best way to prevent duplicate records in Marketing Cloud is to strategically control the Contact Key values and tie records together across channels using this key. The Contact Key is a unique identifier for each contact in Marketing Cloud, and it can be set by the admin or automatically generated by Marketing Cloud. If the same Contact Key is used for a contact in both email and mobile push channels, then the contact will be unified and not duplicated.

NEW QUESTION # 26

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