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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q53-Q58):

NEW QUESTION # 53

Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data. One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system. Which feature would allow compliance with this requirement?

- A. Audit Trail
- B. IP Allowlist
- C. Identity Verification
- **D. Export Email Allowlist**

Answer: D

Explanation:

The Export Email Allowlist feature allows the admin to specify a list of email addresses that are authorized to receive data exports from Marketing Cloud. This feature can help protect against misuse of customer data by preventing unauthorized users from exporting data without approval. The other features do not directly address the requirement of restricting data exports.

NEW QUESTION # 54

Northern Trail Outfitters uses Parameter Manager to automatically tag links, they want to include a Campaign Identifier to the links within a specific campaign message.

At which level should the utm_campaign value be configured?

- **A. Email**
- B. Subscriber
- C. Link
- D. Account

Answer: A

Explanation:

For Northern Trail Outfitters to include a Campaign Identifier (utm_campaign) to the links within a specific campaign message using Parameter Manager, the utm_campaign value should be configured at the Email level. This allows the specific campaign identifier to be applied to all links within that particular email campaign, ensuring consistent tracking and reporting across all links included in that email.

Reference: Salesforce Help - Parameter Manager

NEW QUESTION # 55

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters. How could the Marketing Cloud admin address this issue?

- A. Import employee email addresses into All Subscribers with an "Active status"
- **B. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter**
- C. Ensure employees have opted in to the test email list or data extension
- D. Ask employees to use personal email addresses instead of corporate email addresses

Answer: B

Explanation:

To address the issue of Northern Trail Outfitters' employees not receiving emails due to spam filters, the Marketing Cloud admin should provide the IT team with a list of relevant IP addresses to whitelist in their spam filters. This action will help ensure that emails sent from Marketing Cloud do not get blocked by the company's email security systems, thereby improving deliverability and ensuring that internal communications reach their intended recipients.

Reference: Salesforce Help - IP Address Whitelisting

NEW QUESTION # 56

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

Answer: A,B

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 # 57

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

Answer: C

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 Administrator This 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 # 58

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