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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q123-Q128):

NEW QUESTION # 123

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries. Which feature would allow this functionality?

- A. CloudPages
- **B. Synchronized Data Sources**
- C. Journey Builder
- D. Query Studio

Answer: B

Explanation:

Synchronized Data Sources is the feature that would allow this functionality. Synchronized Data Sources are data sources that allow marketers to import and synchronize data from Salesforce CRM objects into Marketing Cloud data extensions. Synchronized Data Sources can be configured with different settings, such as sync frequency, field mapping, and filter criteria. Synchronized Data Sources enable marketers to use Sales Cloud data in their queries and other Marketing Cloud activities.

NEW QUESTION # 124

What should be confirmed to ensure Journey Builder directs the subscribers correctly?

- A. Contract Data is used for the Decision Split.
- B. Entry Source attributes are available in Journey Settings.
- C. Filter Contacts are enabled to refine the audience.
- **D. Journey Data is used for the Decision Split.**

Answer: D

Explanation:

In Salesforce Marketing Cloud's Journey Builder, ensuring that "Journey Data" is utilized for decision splits is crucial for accurately directing subscribers through the journey based on real-time interactions or behaviors captured at the point of entry. Journey Data references attributes from the Entry Source, allowing for dynamic pathing based on data specific to each subscriber's interaction within the journey itself, thus enabling personalized and relevant experiences based on up-to-date information.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 125

NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.

Which three values could be used as personalization strings in query string parameters?

Choose 3 answers

- **A. Product Code**
- B. Email Address
- **C. Application ID**
- **D. Subscriber ID**
- E. Name

Answer: A,C,D

Explanation:

For NTO to format links for Google Analytics 360 without including PII, they should use non-personally identifiable information in the query string parameters. Suitable options include:

A). Product Code: Identifies a product without revealing customer identity.

B). Application ID: An internal reference that does not disclose personal details.

C). Subscriber ID: A unique identifier for a subscriber that is not directly tied to personal details like an email or name.

Reference: Salesforce Help - Personalization Strings and PII

NEW QUESTION # 126

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet.

Individuals should only be allowed to enter once, and the winner will be selected randomly.

All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution?

Choose 2 answers

- A. Data Extension with double opt-in status defined.
- B. Send Email Activity with a link to a subscription center.
- C. Microsite with Web Collect to store entrants on a data extension.
- D. Microsite with Smart Capture to store entrants on a data extension.

Answer: A,D

Explanation:

For the restaurant supply company's need to update their trade show contact collection method:

B). Microsite with Smart Capture to store entrants on a data extension: Smart Capture forms on a microsite provide a direct, digital method to collect entries efficiently and store them directly into a data extension.

D). Data Extension with double opt-in status defined: This setup helps manage consent and ensures compliance with email marketing regulations, as it allows entrants to confirm their subscription to the newsletter through a follow-up email.

These components provide an updated and efficient method for capturing and managing trade show contacts, while also ensuring compliance with marketing regulations.

Reference: Salesforce Help - Smart Capture Forms

NEW QUESTION # 127

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud.

Which policies could the Marketing Cloud admin configure in Setup?

- A. Maximum Password Length, Password Complexity, Unique Password, Expiration Period
- B. Minimum Password Length, Password Complexity, Password History, Expiration Period
- C. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions
- D. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions

Answer: B

Explanation:

Configure the business unit data retention setting to 12 months is the policy that the Marketing Cloud admin could configure in Setup. Business unit data retention setting is a setting that allows marketers to specify how long records in data extensions should be retained at the business unit level. By configuring the business unit data retention setting to 12 months, any inactive data that is older than 12 months will be automatically deleted from the data extensions in that business unit.

NEW QUESTION # 128

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