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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q37-Q42):

NEW QUESTION # 37
Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and they need to monitor their deliverability across major ISPs.
Which bounce type would be indicative of the ISPs view of NTO's sending reputation?

- A. Hard
- B. Soft
- C. Technical
- D. Block

Answer: D

Explanation:
A block bounce is a type of bounce that occurs when an ISP rejects an email because of the sender's reputation or content. This indicates that the ISP views the sender as a potential spammer or has received complaints from other recipients.

NEW QUESTION # 38
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. Use Data Designer to link student and alumni data to the contact record.
- B. Create an Import Activity to import alumni data into Salesforce Report.
- C. Use Synchronized Data Sources to data from the Sales Cloud.
- D. Create list attributes to store student data from the Sales Cloud.

Answer: A,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 # 39
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. Account
- D. Link

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 # 40
Northern Trail Outfitters has a mobile app.
Which two products would allow them to send push notifications to customers with their mobile app?
Choose 2 answers

- A. Journey Builder
- B. Contact Builder
- C. Mobile Push
- D. Mobile Connect

Answer: A,C

Explanation:
Journey Builder and Mobile Push are two products that would allow them to send push notifications to customers with their mobile app. Journey Builder is a product that allows marketers to create and execute cross-channel customer journeys based on events, activities, and goals. Journey Builder can be used to send push notifications to mobile app users as part of a journey. Mobile Push is a product that allows marketers to create, manage, and deliver push notifications to mobile app users. Mobile Push can be used to send push notifications as standalone messages or as part of a journey

NEW QUESTION # 41

Which three options determine when a contact could enter a journey?
Choose 3 answers.

- A. No re-entry
- B. Re-entry only after exiting
- C. Re-entry by date
- D. Re-entry at any time
- E. Re-entry by attribute

Answer: A,B,D

Explanation:
The options that determine when a contact can enter a journey in Marketing Cloud's Journey Builder include:
A). Re-entry at any time: Contacts can re-enter the journey immediately after their previous participation ends.
D). No re-entry: Contacts are not allowed to re-enter the journey once they have entered it, regardless of whether they have completed it or not.
E). Re-entry only after exiting: Contacts can only re-enter the journey after they have fully exited, ensuring they complete all activities before re-entering.
Reference: Salesforce Help - Journey Settings

NEW QUESTION # 42

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