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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q115-Q120):

NEW QUESTION # 115

Which Product enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content?

- A. Content Builder
- B. Audience Builder
- C. Einstein Email Recommendations
- D. Einstein Send Time Optimization

Answer: C

Explanation:

Einstein Email Recommendations is a product that enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content. This product uses predictive intelligence to recommend products or content based on each customer's preferences and actions. The other products do not have this capability.

NEW QUESTION # 116

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud.

Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?

Choose 2 answers

- A. Decimal
- **B. Number**
- C. Text
- **D. Boolean**

Answer: B,D

Explanation:

When creating a data extension for subscriber data from a data warehouse, fields that typically require minimal consideration for size or scalability include:

Number: Fields designated as 'Number' generally consume less storage space and are straightforward in terms of scalability and processing within data extensions.

Boolean: Boolean fields, representing simple true/false values, are highly efficient in terms of storage and processing, making them less of a concern in terms of scalability.

Reference: Salesforce Marketing Cloud Data Extension Best Practices

NEW QUESTION # 117

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.

Which feature should they use?

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

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 # 118

Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit.

How should they accomplish this?

- **A. Assign a role to the business unit**
- B. Set default permissions with the restrictions on the business unit
- C. Disable the permissions directly within the business unit
- D. Apply a permission set to the business unit

Answer: A

Explanation:

Assigning a role to the business unit allows the admin to apply specific permission restrictions to all users in that business unit. The role defines what users can access and do within Marketing Cloud. The other options are not valid ways to accomplish this requirement.

NEW QUESTION # 119

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- * Emails will be built using a custom dynamic template for these messages.
- * Links will vary over time and across campaigns.
- * Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
- * Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

- A. SSJS
- **B. AMPscript**
- C. SQL
- D. HTML

Answer: B

Explanation:

For the customer's requirement of retargeting subscribers based on click activity with dynamic content adjustment based on regional market, the necessary skill set is AMPscript. AMPscript will allow the team to dynamically populate email content based on data attributes such as regional market from the master subscriber data extension, and it can also handle complex decisioning based on subscriber interactions within the email (like clicks on links).

Reference: Salesforce Help - AMPscript

NEW QUESTION # 120

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