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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q152-Q157):

NEW QUESTION # 152

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Ensure all available data is included.
- **B. Normalize data and fields to prevent redundancy.**
- **C. Identify and assign appropriate keys to tie records together.**
- D. Ensure every data source has a sendable field.
- **E. Remove nonessential data for marketing purposes.**

Answer: B,C,E

Explanation:

As the Marketing Cloud admin plans to expand the data model to include SMS and Push channels, it's important to prepare the data model for high data quality:

- A). Remove nonessential data for marketing purposes: This helps streamline data management and ensures the data model is not cluttered with irrelevant information, making it easier to manage and use.
- B). Identify and assign appropriate keys to tie records together: Proper key management ensures that different data sources can be linked effectively, facilitating a unified view across different marketing channels.
- C). Normalize data and fields to prevent redundancy: Normalization reduces data redundancy and inconsistency, which is essential for maintaining data integrity and efficiency in a multi-channel environment.

Reference: Salesforce Help - Data Management Best Practices

NEW QUESTION # 153

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

Answer: C

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 # 154

NTO has been noting reduced deliverability when they do large sends.

Which part of deliverability is tied to hitting Spam Traps during a send?

- A. Content
- **B. List Hygiene**
- C. Authentication
- D. Engagement

Answer: B

Explanation:

The issue of reduced deliverability tied to hitting spam traps during large email sends is directly related to List Hygiene. Spam traps are often email addresses that are specifically set up by blacklist providers or others to catch spam, and hitting them can severely impact a sender's reputation. Effective list hygiene practices, such as regularly cleaning the email list of inactive or invalid addresses and confirming the opt-in status of subscribers, help avoid these traps and maintain good deliverability.
Reference: Salesforce Help - List Hygiene Best Practices

NEW QUESTION # 155

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units. What two roles, custom or standard, could be assigned to this user to meet the requirement?
Choose 2 answers

- A. Marketing Cloud Regional or Local Administrator
- B. Marketing Cloud Administrator
- C. Marketing Cloud Channel Manager
- D. Marketing Cloud Email Marketing Manager

Answer: A,B

Explanation:

To manage the operations of all North American Business Units in Marketing Cloud, including Email Studio, Mobile Connect, and Social Studio, the two roles suitable for the new hire are:

C). Marketing Cloud Regional or Local Administrator: This role provides administrative capabilities specific to regional operations, suitable for managing multiple business units within a geographic area.

D). Marketing Cloud Administrator: This standard role provides full administrative rights across the entire Marketing Cloud environment, ideal for overseeing operations across various channels and business units.

These roles ensure the new hire has the necessary permissions to effectively manage and oversee the various platforms and business units within North America.

Reference: Salesforce Help - User Roles

NEW QUESTION # 156

A Marketing Cloud admin wants to create an SFTP User for the first time. Which two considerations should be taken when configuring an SFTP User? Choose 2 answers

- A. By default, the username is the MID for the current Marketing Cloud MID.
- B. Once created, the user will need to be activated in order to use the SFTP.
- C. Minimum password length is 12 characters.
- D. By default, the password will be the password of the logged-in user.

Answer: B,C

Explanation:

When configuring an SFTP user in Marketing Cloud, the following considerations should be taken into account:

B). Minimum password length is 12 characters: Ensuring password security, Marketing Cloud requires SFTP passwords to have a minimum length of 12 characters.

D). Once created, the user will need to be activated in order to use the SFTP: After the SFTP user account is created, it must be activated by the admin before it can be used for file transfers.

Reference: Salesforce Help - Manage SFTP Users

NEW QUESTION # 157

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