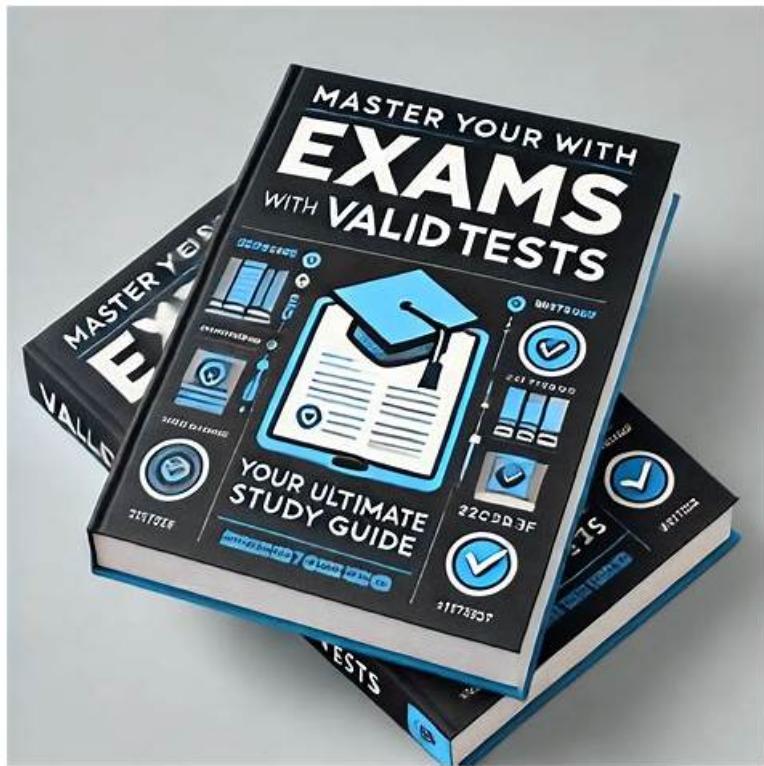


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q71-Q76):

NEW QUESTION # 71

Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build. Where should their Marketing Cloud admin set up permissions to allow REST authentication?

- A. Security Settings
- B. Data Management
- C. Salesforce Integration
- D. Installed Packages

Answer: D

Explanation:

To enable REST API access for external applications in Salesforce Marketing Cloud, permissions need to be configured within Installed Packages. This area allows administrators to manage API integrations and set authentication protocols.

Installed Packages: Navigate to this section in the Marketing Cloud setup menu. Create or select an existing package to configure API integration. Set up the API integration by generating the API key and secret, which are essential for authenticating the external application's API requests.

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

NEW QUESTION # 72

While setting up Marketing Cloud Connect, a Marketing Cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:

- Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud user. Contact your system administrator. The admin notices the Marketing Cloud for AppExchange Admin option is selected when looking at the user settings. What action should correct the issue?

- A. Apply the appropriate user mappings in the CRM configuration
- B. Apply the administrator and Marketing Cloud Administrator permission sets to user
- C. Apply the Marketing Cloud for AppExchange User option as well
- D. Reset all passwords to force new tokens

Answer: A

Explanation:

To resolve the issue of "Insufficient User Permissions" while setting up Marketing Cloud Connect, the action that should correct this issue is to apply the appropriate user mappings in the CRM configuration. This involves ensuring that the Salesforce user is correctly linked with the Marketing Cloud user credentials and roles. The error indicates a mismatch or an incomplete configuration in linking Salesforce and Marketing Cloud users, which user mappings can correctly align.

Reference: Salesforce Help - Marketing Cloud Connect Setup

NEW QUESTION # 73

Setup Assistant provides information and resources for configuring a new Marketing Cloud account.

Which two topics does Setup Assistant cover?

Choose 2 answers

- A. Configuring Journey Builder
- B. Setting up the Data Structure
- C. Managing the Enhanced SFTP
- D. Enabling Mobile Connect

Answer: A,D

Explanation:

Setup Assistant in Marketing Cloud provides a guided setup for configuring new accounts and covers various topics to streamline the process, including:

- A). Enabling Mobile Connect: This section guides admins through setting up Mobile Connect, which allows them to send SMS and MMS messages to mobile devices.
- C). Configuring Journey Builder: This part of the Setup Assistant helps set up Journey Builder, guiding users on how to create and manage customer journeys effectively.

NEW QUESTION # 74

Northern Trail Outfitters has the Discover Reporting Tool.

Which two report types could help them drive mobile adoption strategy?

Choose 2 answers

- A. Deliverability Complaint Rate
- B. Time Between Send and Engagement
- C. Email Performance by Device
- D. Email Sending Performance Report

Answer: B,C

Explanation:

The Time Between Send and Engagement report shows how long it takes for subscribers to open or click an email after it is sent, which can help optimize the send time for mobile users. The Email Performance by Device report shows how subscribers interact with emails on different devices, such as desktops, tablets, or phones, which can help design responsive emails for mobile users.

NEW QUESTION # 75

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user.

Which two standard roles should be selected for the new user?

Choose 2 answers

- A. Data Manager
- B. Marketing Cloud Security Administrator
- C. Marketing Cloud Administrator
- D. Administrator

Answer: C,D

Explanation:

Administrator and Marketing Cloud Administrator are two standard roles that should be selected for the new user. Administrator is a standard role that grants full access to all features and functions in Marketing Cloud, such as creating and managing users, roles, permissions, business units, and security settings. Marketing Cloud Administrator is a standard role that grants access to all features and functions in Marketing Cloud except for user management. By selecting both roles, the new user will have full administrator permissions in Marketing Cloud

NEW QUESTION # 76

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