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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q78-Q83):

NEW QUESTION # 78

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing cloud to execute a send.

Which feature would the admin use to meet this requirement?

- A. Distributed Marketing Sends.
- B. Tokenized Sending

- C. List Sending
- D. Field Level Encryption.

Answer: B

Explanation:

To avoid storing sensitive data in the cloud, the admin should use Tokenized Sending. This feature allows Marketing Cloud to send emails without storing sensitive data such as credit card numbers or social security numbers. Instead, Marketing Cloud uses tokens that are replaced with actual data at send time by an external system.

NEW QUESTION # 79

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters. How could the Marketing Cloud admin address this issue?

- A. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter
- B. Ensure employees have opted in to the test email list or data extension
- C. Ask employees to use personal email addresses instead of corporate email addresses
- D. Import employee email addresses into All Subscribers with an "Active status"

Answer: A

Explanation:

To address the issue of Northern Trail Outfitters' employees not receiving emails due to spam filters, the Marketing Cloud admin should provide the IT team with a list of relevant IP addresses to whitelist in their spam filters. This action will help ensure that emails sent from Marketing Cloud do not get blocked by the company's email security systems, thereby improving deliverability and ensuring that internal communications reach their intended recipients.

Reference: Salesforce Help - IP Address Whitelisting

NEW QUESTION # 80

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Original SFTP folder
- B. Target Data Extension
- C. Safehouse
- D. Selected SFTP folder

Answer: C

Explanation:

When a File Transfer Activity is used to decrypt an encrypted file on Marketing Cloud's SFTP, the decrypted data is temporarily stored in the Safehouse. The Safehouse is a secure data storage location within Marketing Cloud used for temporary storage during file processing tasks, such as decryption, before the data is moved to its final destination, like a data extension.

Reference: Salesforce Help - File Transfer Activity

NEW QUESTION # 81

Where would a Marketing Cloud admin view all verified email addresses?

- A. Reply Mail Management
- B. Identity Verification Log
- C. Sender Profiles
- D. From Address Management

Answer: D

Explanation:

To view all verified email addresses in Marketing Cloud:

Navigate to From Address Management: This section within Email Studio allows administrators to manage and view all sender addresses that have been verified and are approved for use in sending emails.

Verification and Management: This area specifically holds records of each email address that has been set up and verified, including the status of each, ensuring they are authorized to send emails from the platform.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 82

Northern Trail Outfitters uses DoubleClick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A. Marketing Cloud Intelligence
- B. Einstein AI
- C. Marketing Cloud Personalization

Answer: A

NEW QUESTION # 83

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