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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q72-Q77):

NEW QUESTION # 72

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key. Which import type could the admin use instead?

- A. Add Only
- B. Add and Update
- C. Update Only
- D. Overwrite

Answer: D

Explanation:

When using the Import Wizard to import data into a non-sendable data extension that encounters an error due to the primary key

requirement, choosing the "Overwrite" import type is the correct solution. The "Overwrite" option allows the admin to completely replace the existing data in the data extension with the new data from the import file. This type of import does not require a primary key because it does not need to reference individual records for updates or additions; it simply replaces all records in the data extension. Other import types like "Add Only," "Add and Update," and "Update Only" require a primary key to differentiate between records, especially when updating or adding specific records without deleting existing data.

References:

Salesforce Marketing Cloud Documentation on "Data Management"

NEW QUESTION # 73

An email manager was anticipating a test email to arrive in their inbox.

Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Tracking > Test Send Emails
- B. My Reports > Administrator Reports > Email Sends By User
- C. My Reports > Administrator Reports > Email Send Report
- D. My Tracking > A/B Testing

Answer: A

Explanation:

To verify if a test email has been sent from Email Studio, the admin should:

Navigate to Email Studio.

Go to the My Tracking tab.

Select Test Send Emails. This section provides a detailed log of all test emails sent, including their status and timestamp, allowing the admin to confirm whether the test email was deployed successfully.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 74

A Marketing Cloud admin is setting up Northern Trail Outfitter's newest business units and several users to assign to the new business units.

How would the admin assign users to the business units?

- A. Search for the individual user, select their name, and click Manage Business Units.
- B. Give permissions to users at top-level account to assign their own business units.
- C. Re-import the users to update their assigned business units
- D. Search for the individual user, select their name and click Edit Business Units.

Answer: D

Explanation:

To assign users to specific business units in Salesforce Marketing Cloud, an admin can manage this directly through the user configuration settings:

Search for the individual user: Navigate to the Users section in Setup.

Select their name and click Edit Business Units: This action allows the admin to manage the business units that the user has access to, enabling or disabling access as required for the new or existing business units.

Reference: Salesforce Marketing Cloud User Management

NEW QUESTION # 75

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts.

Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

- A. Login detail for each social media account
- B. Facebook ad manager
- C. Bitly URL Shortener
- D. Google URL Shortener

Answer: A,B

Explanation:

Before configuring Social Studio for managing social media accounts, ensure these prerequisites are met:

Facebook Ad Manager: Access to Facebook Ad Manager is essential for managing and monitoring Facebook advertising campaigns directly from Social Studio.

Login Details: Have the necessary login credentials for each social media account that will be managed through Social Studio to ensure seamless integration and management across platforms.

Reference: Salesforce Social Studio Setup Documentation

NEW QUESTION # 76

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account?

Choose 2 answers

- A. Contact-specific data at the job level
- B. Contact data in non-sendable data extensions
- C. General tracking data at the job level
- D. Contact data in sendable data extensions

Answer: B,C

Explanation:

Following a Contact Delete request, certain data types remain within the account:

B). Contact data in non-sendable data extensions: This data does not directly link to an individual's subscriber key or contact ID, allowing it to persist in the system for reporting and analytical purposes without targeting specific individuals.

C). General tracking data at the job level: This includes aggregated data on email opens, clicks, and other engagement metrics collected at the campaign level, not tied to individual contact identities, thus remaining in the system post-deletion.

Reference: Salesforce Help - Contact Deletion

NEW QUESTION # 77

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