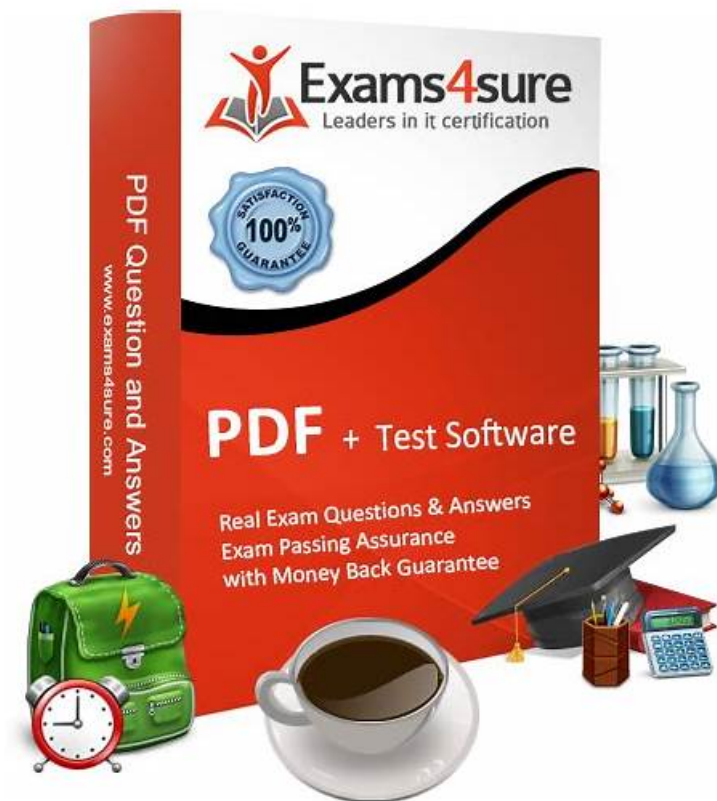


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Salesforce Certified Marketing Cloud Engagement Administrator Sample

Questions (Q79-Q84):

NEW QUESTION # 79

Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists. How should the user be updated to allow the analyst the appropriate access?

- A. Add Marketing Cloud Security Administrator
- B. Add Distributed Sending user
- C. Remove Marketing Cloud Viewer
- D. Remove Marketing Cloud Channel manager

Answer: A

Explanation:

To allow the business analyst at Northern Trail Outfitters to import contact lists, the role needed is one that grants permissions for import activities. Among the options:

B). Add Marketing Cloud Security Administrator This role would provide the analyst with the necessary permissions to manage data imports. The Marketing Cloud Security Administrator role includes broader permissions that encompass data management and security settings, which are required for importing contact lists.

Reference: Salesforce Help - User Roles and Permissions

NEW QUESTION # 80

A Marketing Cloud admin wants to configure a new keyword for an upcoming SMS campaign. After entering the desired keyword CELEBRATION, the admin notices the keyword is unavailable.

What issue could the admin be facing?

- A. Keyword has too many characters
- B. Keyword is a reserved word
- C. Keyword is used within another business unit
- D. Keyword fails to meet content standards

Answer: C

Explanation:

When encountering an issue with the availability of a desired SMS keyword such as "CELEBRATION":

Keyword Unavailability: The keyword may already be in use within another business unit within the organization, making it unavailable for use in the current context.

Solution: Check the keyword usage across all business units and, if possible, coordinate to see if the keyword can be shared or if an alternative keyword would be suitable.

Reference: Salesforce Marketing Cloud MobileConnect Documentation

NEW QUESTION # 81

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

What is the best way to facilitate this within Contact Builder?

- A. Create three distinct Attribute Groups that link each data extension directly to Contacts.
- B. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.
- C. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- D. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.

Answer: B

Explanation:

To effectively set up a welcome journey leveraging customer data across multiple data extensions in Contact Builder:

Single Attribute Group: Create one cohesive Attribute Group that interlinks Customers to Contacts, Orders to Customers, and Products to Orders. This setup ensures a streamlined data flow and relational integrity, crucial for targeting and personalization within the journey.

Data Relationships: This configuration facilitates the use of data across different stages of customer interaction- from acquisition through orders to product preferences-enabling more personalized journey experiences.

Reference: Salesforce Marketing Cloud Contact Builder

NEW QUESTION # 82

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

Which two topics does Setup Assistant cover?

Choose 2 answers

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

Answer: C,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.

Reference: Salesforce Help - Setup Assistant

NEW QUESTION # 83

Northern Trail Outfitters (NTO) has the Discover Reporting Tool.

Which two report types could help NTO drive their mobile adoption strategy?

Choose 2 answers

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

Answer: A,D

Explanation:

To enhance mobile adoption strategies, Northern Trail Outfitters can leverage the following reports:

A). Email Performance by Device: This report provides insights into how subscribers are interacting with emails across different devices, which can help NTO understand device preferences and optimize their mobile content.

B). Time Between Send and Engagement: This report tracks the time it takes for recipients to engage with emails after they are sent, helping to determine the effectiveness of timing and content across different platforms, including mobile devices.

Reference: Salesforce Help - Discover Reporting Tool

NEW QUESTION # 84

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