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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q67-Q72):

NEW QUESTION # 67
Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.
Which three criteria should the customer use to create an audience for this campaign?
Choose 3 answers

- A. Lifetime Purchase Value
- B. Conversion Rate
- C. Proximity to Store
- D. Last Purchase Date
- E. Ages in Household

Answer: A,B,D

Explanation:
To effectively target high-value outdoor sports customers likely to respond to a deep product discount:
Lifetime Purchase Value: Identify customers who have demonstrated significant financial commitment to the brand over time.
Conversion Rate: Focus on customers with a higher likelihood of responding based on past conversion metrics.
Last Purchase Date: Include customers who have made recent purchases, indicating active engagement and potential interest in new offers.
Reference: Salesforce Marketing Cloud Audience Segmentation

NEW QUESTION # 68
Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com).
Which steps should be taken to implement this?
Choose 2 answers

- A. Enable IP Whitelisting
- B. Add a Domain to the Export Email Whitelist
- C. Edit the entity Verification Settings
- D. Enforce Export Email Whitelist

Answer: B,D

Explanation:
To limit the distribution of Marketing Cloud tracking data via email to only those within the ntoretail.com domain:
Add a Domain to the Export Email Whitelist: Configure the settings to include 'ntoretail.com' in the export email whitelist. This ensures that only email addresses from this domain can receive exported data.
Enforce Export Email Whitelist: Activate this setting to strictly enforce the whitelist during data exports, preventing any non-whitelisted domains from receiving tracking data.
Reference: Salesforce Marketing Cloud Security Settings

NEW QUESTION # 69
Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.
Which Marketing Cloud capability allows for secure transmission of the email address?

- A. Link Wrapping
- B. Cloud Pages URL AMP script function
- C. Web Analytics Connector

Answer: B

Explanation:
To pass the email address of a subscriber to a landing page through a URL parameter from a promotional email securely, the admin should use the CloudPagesURL AMPscript function. This function encrypts the email address and other parameters and generates a unique URL for each subscriber. The landing page can then use the RequestParameter AMPscript function to decrypt the email

address and other parameters

NEW QUESTION # 70

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

Answer: D

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 # 71

Northern Trail Outfitters (NTO) has decided to use Journey Builder to launch event-driven lifecycle marketing programs. This includes personalized interactions with customers with the goal of increasing purchase frequency.
Which two pieces of information would help NTO achieve this objective?
Choose 2 answers

- A. Channel preference of customers.
- B. Number of items per order.
- C. Last purchase date
- D. Products purchased from a competitor.

Answer: A,C

Explanation:
To enhance personalized interactions and increase purchase frequency using Journey Builder:
Channel Preference: Understanding the preferred communication channels of customers allows for personalized and effective outreach, potentially increasing engagement and response rates.
Last Purchase Date: Tracking when a customer last made a purchase can help in timing communications effectively, triggering reminders or promotions at optimal times to encourage repeat purchases.
Reference: Salesforce Marketing Cloud Journey Builder Best Practices

NEW QUESTION # 72

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