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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q43-Q48):

NEW QUESTION # 43
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. Enabling Mobile Connect
- C. Managing the Enhanced SFTP
- D. Setting up the Data Structure

Answer: A,B

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 # 44
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. Products purchased from a competitor.
- C. Last purchase date
- D. Number of items per order.

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 # 45
An email marketing manager is planning to send a promotional email to one million subscribers.
Which data structure should be used?

- A. Publication List
- B. Data Extension
- C. List
- D. Group

Answer: B

Explanation:
For sending a promotional email to one million subscribers, a Data Extension is the most suitable data structure. Data Extensions offer robust data management capabilities, scalability, and flexibility for handling large volumes of data and complex segmentation, which is essential when dealing with a large audience size like one million subscribers. This setup allows for more detailed targeting and personalization strategies.
Reference: Salesforce Help - Data Extensions

NEW QUESTION # 46

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

- A. Collect Tracking code
- B. Web & Mobile Analytics
- C. Conversion Tracking
- D. Google Analytics 360

Answer: A

Explanation:
The Collect Tracking code is a JavaScript code that is added to a website to capture and send user behavior data to Marketing Cloud. This data is stored in data extensions and can be used for Einstein Recommendations1

NEW QUESTION # 47

A marketing manager requests to receive an email, once a week, with high-level metrics in a standardized format. Specifically, the manager wants to know how many emails were sent in the last week.
What location and activity would allow the Marketing Cloud admin to complete this request?

- A. Email Studio: Select the "Account Send Summary*" in Tracking Reports and schedule a weekly report to be sent.
- B. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.
- C. Automation Studio: Create a Query Activity to query data from the "Sent" Data View, then use an Email activity to automate the sending of the data.

Answer: B

Explanation:
To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period

NEW QUESTION # 48

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