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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q63-Q68):

NEW QUESTION # 63

A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounces status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- A. Status remains as Bounced the bounce count is unchanged
- **B. Status is changed to Active and the bounce count is set to Zero**
- C. Status is changed to Active and the bounce count is unchanged
- D. Status is changed to Held for 72 hours and the bounce count is set to Zero

Answer: B

Explanation:

When a subscriber with a Bounced status clicks a link in a Marketing Cloud email:

Subscriber Status:Salesforce automatically updates their status to Active. This action confirms the email address is valid and re-engages the subscriber.

Bounce Count:The bounce count is reset to zero. According to Salesforce's Bounce Mail Management documentation:

"If a subscriber clicks a link in an email, their status is updated to Active, and their bounce count is reset to zero." This reset occurs because the click overrides previous bounce history, signaling renewed engagement and deliverability.

NEW QUESTION # 64

Northern Trail Outfitters uses Parameter Manager to automatically tag links, they want to include a Campaign Identifier to the links within a specific campaign message.

At which level should the utm_campaign value be configured?

- A. Subscriber
- **B. Email**
- C. Link
- D. Account

Answer: B

Explanation:

For Northern Trail Outfitters to include a Campaign Identifier (utm_campaign) to the links within a specific campaign message using Parameter Manager, the utm_campaign value should be configured at the Email level. This allows the specific campaign identifier to be applied to all links within that particular email campaign, ensuring consistent tracking and reporting across all links included in that email.

Reference: Salesforce Help - Parameter Manager

NEW QUESTION # 65

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted.

Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- **A. File Transfer Activity**
- B. Data Extract Activity
- C. Decryption Activity
- D. Import Activity

Answer: A

Explanation:

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

NEW QUESTION # 66

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. 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.

- **C. Analytics Builder:** Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.

Answer: C

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 # 67

Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and they need to monitor their deliverability across major ISPs.

Which bounce type would be indicative of the ISPs view of NTO's sending reputation?

- **A. Block**
- B. Technical
- C. Soft
- D. Hard

Answer: A

Explanation:

A block bounce is a type of bounce that occurs when an ISP rejects an email because of the sender's reputation or content. This indicates that the ISP views the sender as a potential spammer or has received complaints from other recipients.

NEW QUESTION # 68

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