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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q121-Q126):

NEW QUESTION # 121

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions. Which workflow should meet these requirements?

- A. File Drop Automation: Import File Activity > SQL Query Activity1 > SQL Query Activity 2
- B. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1
- D. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

Answer: A

Explanation:

For handling a daily file drop that requires immediate processing:

File Drop Automation: Use File Drop Automation triggered by the presence of a new file on the SFTP. This automatically starts the import and subsequent data handling processes.

Workflow Details: Start with an Import File Activity to load data into the staging data extension, followed by SQL Query Activity 1 to segment the data into one target data extension and SQL Query Activity 2 for the other.

Reference: Salesforce Marketing Cloud Automation Studio

NEW QUESTION # 122

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

Answer: A,C,E

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 # 123

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud.

Which policies could the Marketing Cloud admin configure in Setup?

- A. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
- B. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions
- C. Minimum Password Length, Password Complexity, Password History, Expiration Period
- D. Maximum Password Length, PasswordComplexity, Unique Password, Expiration Period

Answer: C

Explanation:

Configure the business unit data retention setting to 12 months is the policy that the Marketing Cloud admin could configure in Setup. Business unit data retention setting is a setting that allows marketers to specify how long records in data extensions should be retained at the business unit level. By configuring the business unit data retention setting to 12 months, any inactive data that is older than 12 months will be automatically deleted from the data extensions in that business unit.

NEW QUESTION # 124

Northern Trail Outfitters (NTO) only has enough licenses for their staff. A campaign manager is out on parental leave. How should NTO create a new user to fill in?

- A. Disable the campaign manager's user and create a new user
- B. Delete the campaign manager's user and create a new user
- C. Transfer the campaign manager's permissions to a new user
- D. Deactivate the campaign manager's license and assign it to the new user

Answer: D

Explanation:

To efficiently manage limited licenses and ensure continuity in campaign management while the campaign manager is on parental leave:

Deactivate the Existing User: Temporarily deactivate the campaign manager's user account. This action frees up a license without deleting the user's historical data or settings.

Reassign the License: Assign the freed-up license to a new user who will temporarily fill the campaign manager's role. This approach maintains operational efficiency and compliance with license limitations.

Reference: Salesforce Marketing Cloud User Management Documentation

NEW QUESTION # 125

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

Answer: C

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 # 126

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