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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q45-Q50):

NEW QUESTION # 45

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

- D. Delete the campaign manager's user and create a new user

Answer: C

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 # 46

NTO has been noting reduced deliverability when they do large sends.

Which part of deliverability is tied to hitting Spam Traps during a send?

- A. Engagement
- B. Authentication
- **C. List Hygiene**
- D. Content

Answer: C

Explanation:

The issue of reduced deliverability tied to hitting spam traps during large email sends is directly related to List Hygiene. Spam traps are often email addresses that are specifically set up by blacklist providers or others to catch spam, and hitting them can severely impact a sender's reputation. Effective list hygiene practices, such as regularly cleaning the email list of inactive or invalid addresses and confirming the opt-in status of subscribers, help avoid these traps and maintain good deliverability.

Reference: Salesforce Help - List Hygiene Best Practices

NEW QUESTION # 47

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.

Which network(s) support lookalike audiences directly from Advertising Studio?

- **A. Facebook**
- B. Google and Facebook
- C. Twitter
- D. Facebook and Twitter

Answer: A

Explanation:

Advertising Studio supports lookalike audiences directly from Facebook only. For other networks, such as Google and Twitter, Advertising Studio can create audience segments based on Marketing Cloud data and export them to the network's platform, where the lookalike audience can be created manually.

NEW QUESTION # 48

A user asks a Marketing Cloud admin to update and increase their session timeout setting. Which three considerations should the admin review before making this update?

Choose 3 answers

- **A. Typical length of time users spend in Marketing Cloud**
- B. Best practice suggests a 20-minute timeout setting
- **C. Security risk of unauthorized users for longer timeout settings**
- **D. Change impacts all users**
- E. Frustration of users upon timeouts

Answer: A,C,D

Explanation:

When considering an update to increase the session timeout setting in Marketing Cloud, the admin should review several factors:
C). Security risk of unauthorized users for longer timeout settings - Longer session timeouts can pose a security risk as it increases the window during which an unauthorized person could potentially access an unattended user session. This is particularly crucial in environments where users might share computers or work in open office environments.

D). Change impacts all users - Any change to the session timeout settings will affect all users across the platform. It's important to communicate these changes and understand the broader impact, especially in larger organizations where different teams might have different security and operational needs.

E). Typical length of time users spend in Marketing Cloud - Understanding how users interact with Marketing Cloud and the average length of their sessions can help in deciding the appropriate session timeout setting. If users typically engage in longer tasks, a longer timeout might be necessary to prevent disruptions.

References:

Salesforce Marketing Cloud Documentation on "Session Settings and Security"

NEW QUESTION # 49

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts Which two considerations would help NTO determine if a Dedicated IP is the right choice?

Choose 2 answers

- A. Pre-warmed IP address can be purchased from Salesforce
- **B. All of NTO's accounts should be on the same stack**
- C. Length of time needed to pause sending is greater than one month
- **D. Send volume is large enough to maintain a positive or neutral reputation**

Answer: B,D

Explanation:

When considering a Dedicated IP for global marketing efforts, Northern Trail Outfitters should consider:

Stack alignment: Ensure all accounts are on the same stack to facilitate shared use of the Dedicated IP across different geographical locations.

Send volume: A dedicated IP is beneficial if the send volume is significant enough to maintain and build a positive sender reputation.

Regular, consistent high-volume sending is crucial for IP warming and reputation.

Reference: Salesforce Marketing Cloud Sender Authentication Package Documentation

NEW QUESTION # 50

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