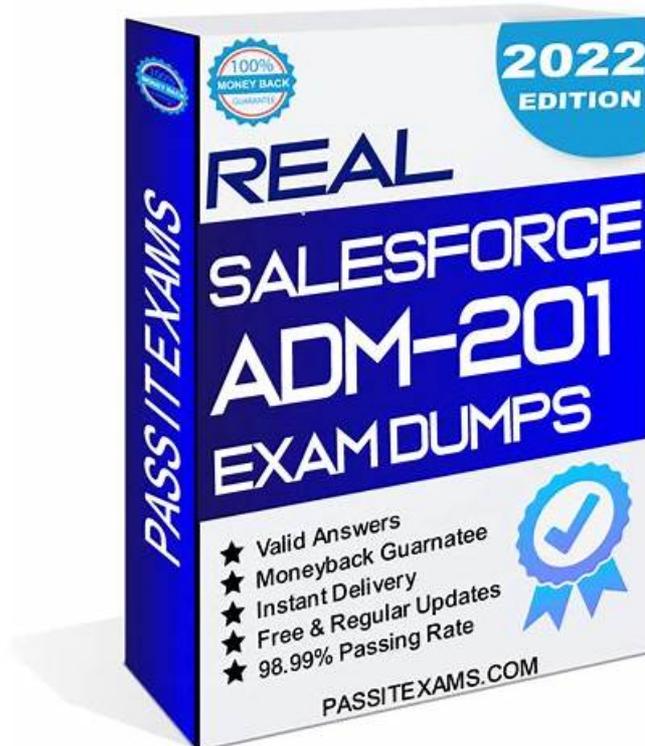


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q13-Q18):

NEW QUESTION # 13

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account. Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- **A. IP Whitelisting**
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Answer: A

Explanation:

To enhance security against unauthorized API access, Northern Trail Outfitters should:

Enable IP Whitelisting: This security feature restricts API access to Marketing Cloud from only those IP addresses that are pre-approved. This method significantly reduces the risk of malicious access from unrecognized sources.

Configuration: Administrators can configure IP Whitelisting in the Setup area under Security Settings, specifying which IP ranges are allowed to initiate API calls to the account.

Reference: Salesforce Marketing Cloud IP Whitelisting Documentation

NEW QUESTION # 14

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A. A new sender profile is needed for sending transactional emails.
- **B. Brand-specific private domains are required for images and links.**
- C. Multiple FTP users must be accommodated.

Answer: B

NEW QUESTION # 15

A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is performing. Which report should be used?

- **A. Impression Tracking for Triggered Sends**
- B. Dynamic Content for Triggered Sends
- C. Email Performance by Attribute
- D. Sends Account Send Summary

Answer: A

Explanation:

To understand how a specific content area within a Triggered Send Email is performing, the admin should use C). Impression Tracking for Triggered Sends. Impression Tracking allows the admin to track how often a particular content area or piece of dynamic content is viewed within emails, giving insights into the performance of content within Triggered Sends.

Reference: Salesforce Help - Impression Tracking

NEW QUESTION # 16

Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year. What action should be taken to populate the Einstein Engagement Scoring Dashboard?

- Select one of the Predictive Algorithms then click Deploy
- Click Deploy and results are available immediately
- Select the channels (Emails, Push, SMS) to report on then click Activate D). Click Activate and wait for an email notification

Answer:

Explanation:

C

To use the Einstein Engagement Scoring Dashboard for analyzing customer engagement:

Select Channels: Choose which channels (Email, Push, SMS) you want to include in the engagement scoring.

Activate: Click on "Activate" to start the data analysis process. This will generate insights based on the selected channels and customer interactions over the specified period.

Reference: Salesforce Marketing Cloud Einstein Engagement Scoring

NEW QUESTION # 17

A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email #1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date. Email #3 will be sent on the member's renewal date. A master audience is updated in real time via the API. Which steps should be included in the customer's automation?

- A. Import File Activity > three Send Activities to the master data extension.
- B. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- **C. Three Filter Activities > three Send Activities to the filtered audiences.**
- D. Three Send Activities to the master data extension.

Answer: C

Explanation:

For a Membership Renewal drip campaign with a master audience updated in real-time:

Filter Activities: Use Filter Activities to segment the master data extension based on the renewal date criteria-one month prior, one week prior, and on the renewal date.

Send Activities: Follow each Filter Activity with a Send Activity targeting the specifically filtered audiences, ensuring that each email is sent at the correct time relative to the member's renewal date.

Reference: Salesforce Marketing Cloud Automation Studio

NEW QUESTION # 18

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