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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q23-Q28):

NEW QUESTION # 23

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

- A. Mobile Connect
- **B. Mobile Push**
- C. Contact Builder
- **D. Journey Builder**

Answer: B,D

Explanation:

Journey Builder and Mobile Push are two products that would allow them to send push notifications to customers with their mobile app. Journey Builder is a product that allows marketers to create and execute cross-channel customer journeys based on events, activities, and goals. Journey Builder can be used to send push notifications to mobile app users as part of a journey. Mobile Push is a product that allows marketers to create, manage, and deliver push notifications to mobile app users. Mobile Push can be used to send push notifications as standalone messages or as part of a journey

NEW QUESTION # 24

Northern Trail Outfitters (NTO) rolled out a global SMS initiative three months ago, as their customers have shown great interest in receiving promotions via text. However, NTO was notified they are already at 75% utilization for their annual Super Messages.

Why could this be the case?

- A. Mobile Push was enabled by mistake, which consumes Super Messages when not in use.
- **B. A multiplier is applied to each SMS message based on the destination country**
- C. Each email consumes five super messages when sending below a certain threshold.
- D. The majority of NTO's subscriber base is in the United States.

Answer: B

Explanation:

A multiplier is applied to each SMS message based on the destination country, which could explain why NTO is already at 75% utilization for their annual Super Messages. For example, sending an SMS message to a subscriber in Germany consumes 1.5 Super Messages, while sending an SMS message to a subscriber in India consumes 3 Super Messages. The other options are not true or relevant.

NEW QUESTION # 25

A Marketing Cloud admin wants to automatically unsubscribe customers who respond to marketing emails asking to be removed from the mailing list.

Which two steps should the admin take to enable this functionality?

Choose 2 answers

- A. Ensure a Custom response is enabled for Automated Response in Reply mail Management
- **B. Verify Reply Mail Management has been enabled in the account**
- **C. Select Unsubscribe Manual requests in Reply Mail Management**
- D. Select Delete Auto-Replies and Out-of-Office mail Management

Answer: B,C

Explanation:

To automate the process of unsubscribing customers who request removal via email replies, the Marketing Cloud admin should first ensure that Reply Mail Management (RMM) is enabled in the account. This feature manages responses to emails sent from Marketing Cloud. Additionally, within RMM settings, the admin should select "Unsubscribe Manual requests." This setting enables the system to automatically process unsubscribe requests from customers who manually reply asking to be removed from mailing lists. This helps in maintaining compliance with customer preferences and email marketing laws.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 26

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers. They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up can be bypassed, given their historical lack of deliverability issues.
- **B. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.**
- C. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- **D. IP ramp -up is important to establish a positive sender reputation.**

Answer: B,D

Explanation:

For a large retail company migrating to Marketing Cloud, proper IP warming is critical:

A). IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers: It's essential to gradually increase the volume of emails sent from a new IP address to build a positive reputation with Internet Service Providers (ISPs).

D). IP ramp-up is important to establish a positive sender reputation: Establishing a positive sender reputation with ISPs during the IP warming process helps ensure high deliverability and avoids being flagged as spam.

These responses highlight the necessity and methodology of IP warming when transitioning to a new email platform to maintain deliverability standards.

Reference: Salesforce Help - IP Warming

NEW QUESTION # 27

Which three statements should be considered before using Goals in Journey Builder?

Choose 3 answers

- A. Each contact is assigned an individual goal.
- **B. Goals are created to evaluate journey performance.**
- **C. Goals can act as exit criteria.**
- **D. Contacts are evaluated against the goal after a wait activity.**
- E. Goal target statistics are stored in a data extension.

Answer: B,C,D

Explanation:

Before using Goals in Journey Builder, consider the following:

B). Goals are created to evaluate journey performance: Goals help measure how well a journey is performing against specific objectives, allowing for adjustments and improvements.

C). Goals can act as exit criteria: When a contact meets the goal criteria, they can be set to exit the journey, making goals a powerful tool to dynamically manage contact flow based on behavior or achievements.

D). Contacts are evaluated against the goal after a wait activity: This setup ensures that contacts have time to perform the expected action before being evaluated against the goal, which can be crucial for accurately measuring engagement and responses.

Reference: Salesforce Help - Journey Builder Goals

NEW QUESTION # 28

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