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Salesforce Certified Marketing Cloud Engagement Administrator Sample

Questions (Q165-Q170):

NEW QUESTION # 165
A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys.
Which two Marketing Cloud features will support this effort?
Choose 2 answers

- A. Data Designer
- B. Cloud Pages
- C. Content Builder
- D. Web Analytics Connector

Answer: A,C

Explanation:
To support the development of a new eCommerce section and leverage transactional data in customer journeys, the following Marketing Cloud features are relevant:
A). Data Designer: Enables the design and configuration of data models within Contact Builder, crucial for managing transactional data effectively for use in journeys.
D). Content Builder: Facilitates the creation of personalized email content using transactional data, enhancing the relevance and engagement of communications sent to customers.
These features are essential for integrating and utilizing transactional data to drive personalized customer interactions within eCommerce contexts.
Reference: Salesforce Help - Data Designer Reference: Salesforce Help - Content Builder

NEW QUESTION # 166
A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.
Which two data would still exist in the account?
Choose 2 answers

- A. Contact data in sendable data extensions
- B. Contact data in non-sendable data extensions
- C. General tracking data at the job level
- D. Contact-specific data at the job level

Answer: B,C

Explanation:
Following a Contact Delete request, certain data types remain within the account:
B). Contact data in non-sendable data extensions: This data does not directly link to an individual's subscriber key or contact ID, allowing it to persist in the system for reporting and analytical purposes without targeting specific individuals.
C). General tracking data at the job level: This includes aggregated data on email opens, clicks, and other engagement metrics collected at the campaign level, not tied to individual contact identities, thus remaining in the system post-deletion.
Reference: Salesforce Help - Contact Deletion

NEW QUESTION # 167
Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.
How could the admin receive a file of the bad data rows to confirm this theory?

- A. Move the File Transfer to its own automation and include a notification email address
- B. Update the Import definition to include a notification email address
- C. Move the Import definition to its own automation and include a notification email address
- D. Update the automation to include a notification email address for Runtime Errors

Answer: B

Explanation:

To confirm the theory that the CSV file has an invalid format causing the automation to fail, the Marketing Cloud admin should C. Update the Import definition to include a notification email address. This setting allows the admin to receive notifications and a file of bad data rows when the import process encounters issues, such as invalid data formats, helping to quickly identify and resolve the format errors.
Reference: Salesforce Help - Import Activity

NEW QUESTION # 168

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts.
Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

- A. Facebook ad manager
- B. Google URL Shortener
- C. Login detail for each social media account
- D. Bitly URL Shortener

Answer: A,C

Explanation:
Before configuring Social Studio for managing social media accounts, ensure these prerequisites are met:
Facebook Ad Manager: Access to Facebook Ad Manager is essential for managing and monitoring Facebook advertising campaigns directly from Social Studio.
Login Details: Have the necessary login credentials for each social media account that will be managed through Social Studio to ensure seamless integration and management across platforms.
Reference: Salesforce Social Studio Setup Documentation

NEW QUESTION # 169

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.
Which feature should they use?

- A. Master-detail relationship to Contacts
- B. Field Level Encryption
- C. Lookup reference to Contact Object
- D. Tokenized Sending

Answer: D

Explanation:
For Northern Trail Outfitters to avoid storing sensitive information such as email addresses and phone numbers directly in Marketing Cloud, the recommended feature is:
Tokenized Sending: This method replaces sensitive data with tokens that can be used in communications without exposing actual data values. It helps in maintaining the confidentiality and integrity of personal data while still enabling personalized marketing communications.
Implementation: Set up Tokenized Sending by configuring the data relationships either through Marketing Cloud Connect or using an external token provider. This ensures that during the send process, the system uses tokens to retrieve and incorporate actual data temporarily without storing it in the database.
Reference: Salesforce Marketing Cloud Tokenized Sending

NEW QUESTION # 170

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