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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q56-Q61):

NEW QUESTION # 56

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses. Where could the details be found?

- A. Query the Bounce Data View
- B. Run a Bounce Email Report
- C. Run an Account Send Summary Report
- D. Query the Send Log

Answer: A

Explanation:

To create a suppression list for hard-bounced email addresses, the most direct approach is to query the Bounce Data View in SQL. This Data View contains all bounce-related information, allowing admins to specifically filter for hard bounces by the bounce category. Using a query activity, the admin can extract all hard bounce records and create a dynamic or static suppression list based on these results. This method is efficient and ensures that only relevant data is included in the suppression list.

Reference: Salesforce Help - Querying Data Views for Bounce Information

NEW QUESTION # 57

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries. Which feature would allow this functionality?

- A. Query Studio
- B. CloudPages
- C. Synchronized Data Sources
- D. Journey Builder

Answer: C

Explanation:

Synchronized Data Sources is the feature that would allow this functionality. Synchronized Data Sources are data sources that allow marketers to import and synchronize data from Salesforce CRM objects into Marketing Cloud data extensions. Synchronized Data Sources can be configured with different settings, such as sync frequency, field mapping, and filter criteria. Synchronized Data Sources enable marketers to use Sales Cloud data in their queries and other Marketing Cloud activities.

NEW QUESTION # 58

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Administrator
- B. Marketing Cloud Channel Manager
- C. Marketing Cloud Regional or Local Administrator
- D. Marketing Cloud Email Marketing Manager

Answer: A,C

Explanation:

To manage the operations of all North American Business Units in Marketing Cloud, including Email Studio, Mobile Connect, and Social Studio, the two roles suitable for the new hire are:

C). Marketing Cloud Regional or Local Administrator: This role provides administrative capabilities specific to regional operations, suitable for managing multiple business units within a geographic area.

D). Marketing Cloud Administrator: This standard role provides full administrative rights across the entire Marketing Cloud environment, ideal for overseeing operations across various channels and business units.

These roles ensure the new hire has the necessary permissions to effectively manage and oversee the various platforms and business units within North America.

Reference: Salesforce Help - User Roles

NEW QUESTION # 59

An email manager was anticipating a test email to arrive in their inbox.

Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Tracking > A/B Testing
- B. My Reports > Administrator Reports > Email Sends By User
- C. My Reports > Administrator Reports > Email Send Report
- **D. My Tracking > Test Send Emails**

Answer: D

Explanation:

To verify if a test email has been sent from Email Studio, the admin should:

Navigate to Email Studio.

Go to the My Tracking tab.

Select Test Send Emails. This section provides a detailed log of all test emails sent, including their status and timestamp, allowing the admin to confirm whether the test email was deployed successfully.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 60

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Ensure all available data is included.
- **B. Identify and assign appropriate keys to tie records together.**
- C. Ensure every data source has a sendable field.
- **D. Normalize data and fields to prevent redundancy.**
- **E. Remove nonessential data for marketing purposes.**

Answer: B,D,E

Explanation:

As the Marketing Cloud admin plans to expand the data model to include SMS and Push channels, it's important to prepare the data model for high data quality:

A). Remove nonessential data for marketing purposes: This helps streamline data management and ensures the data model is not cluttered with irrelevant information, making it easier to manage and use.

B). Identify and assign appropriate keys to tie records together: Proper key management ensures that different data sources can be linked effectively, facilitating a unified view across different marketing channels.

C). Normalize data and fields to prevent redundancy: Normalization reduces data redundancy and inconsistency, which is essential for maintaining data integrity and efficiency in a multi-channel environment.

Reference: Salesforce Help - Data Management Best Practices

NEW QUESTION # 61

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