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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q165-Q170):

NEW QUESTION # 165
A Marketing Cloud admin notices out of the last several sends, Send log data for a recent How could the admin ensure send data is recorded?

- A. Send Logging is available for A/B tests
- B. Data retention settings is specified
- C. Send logging is enabled for the send
- D. Correct Send Log template is selected

Answer: C

Explanation:
To record send log data, the send logging feature must be enabled for the send. This can be done by selecting the send log data extension in the Delivery Options tab of the email send wizard.

NEW QUESTION # 166
A Marketing Cloud admin wants to ensure no one could access the API with their Marketing Cloud user credentials.
Which security setting would control this behavior?

- A. Deselect 'Enable Username and Password for Web Services'
- B. Select 'Identity Verification'
- C. Deselect 'Exclude API Users From Password Expiration'
- D. Select 'Enable Audit Trail Data Collection'

Answer: A

Explanation:
The security setting 'Enable Username and Password for Web Services' allows users to access the API with their Marketing Cloud username and password. If this setting is deselected, users will need to use an API user or an installed package to access the API

NEW QUESTION # 167
Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year Where would the admin retrieve this information?

- A. Studio > Email > Subscribers > All Subscribers
- B. Contact Builder > All Contacts > Email
- C. Email Studio > Email > Tracking > Sends
- D. Analytics Builder > Reports > Email Send Report

Answer: D

Explanation:
To determine the total number of emails sent across all business units in the last calendar year, the Marketing Cloud admin should use Analytics Builder > Reports > Email Send Report. This section of Analytics Builder provides comprehensive reporting capabilities, including the ability to generate detailed reports on email sends across different business units over specified time periods.
Reference: Salesforce Help - Email Send Reports

NEW QUESTION # 168
The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.
Which three items will Validate check in an email message?
Choose 3 answers

- A. Correct syntax is used on any AMPScript in the email's code.
- B. Personalization strings map to attributes or data extension fields
- C. Words or phrases used may trigger spam filters.
- D. Grammar and spelling in the email text is correct.
- E. Each content area specified in a dynamic content rule exists.

Answer: A,B,E

Explanation:
In Salesforce Marketing Cloud, the Validate functionality in Email Studio is designed to check specific technical elements of an email to ensure it is correctly configured before sending. The Validate function will check the following items:
A). Each content area specified in a dynamic content rule exists. This check ensures that all content areas referred to by dynamic rules are correctly linked and available, preventing errors when the dynamic content is supposed to display based on subscriber attributes or behaviors.
D). Correct syntax is used on any AMPScript in the email's code. Validate function checks for syntax errors in AMPScript code

within the email. This is crucial as it prevents runtime errors that could occur when the email is processed, ensuring that all scripting functions as intended to provide personalization and dynamic content.

E). Personalization strings map to attributes or data extension fields. This ensures that all personalization strings used in the email correctly correspond to attributes or fields in the data source, thereby guaranteeing that personalization and dynamic content display correctly.

These checks are fundamental for ensuring the technical accuracy of the email content, scripting, and personalization, aiding in delivering a high-quality and effective email campaign.

References:

Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 169

What should be confirmed to ensure Journey Builder directs the subscribers correctly?

- A. Contract Data is used for the Decision Split.
- B. Filter Contacts are enabled to refine the audience.
- C. Journey Data is used for the Decision Split.
- D. Entry Source attributes are available in Journey Settings.

Answer: C

Explanation:

In Salesforce Marketing Cloud's Journey Builder, ensuring that "Journey Data" is utilized for decision splits is crucial for accurately directing subscribers through the journey based on real-time interactions or behaviors captured at the point of entry. Journey Data references attributes from the Entry Source, allowing for dynamic pathing based on data specific to each subscriber's interaction within the journey itself, thus enabling personalized and relevant experiences based on up-to-date information.

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

NEW QUESTION # 170

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