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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q89-Q94):

NEW QUESTION # 89

Northern Trail Outfitters wants to segment audiences based on SalesCloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Cloud.

- A. Contact Builder > Data Sources
- B. Contact Builder > Data Extensions > Synchronized Data Extensions
- C. Setup > Data Management > Synchronized Data Extensions
- D. Setup > Apps > Salesforce Integration

Answer: C

Explanation:

To configure Sales Cloud objects to be synced and leveraged in Marketing Cloud, the Marketing Cloud admin should navigate to "Setup > Data Management > Synchronized Data Extensions" in Marketing Cloud. This path allows the admin to set up and manage the synchronization of specific Sales Cloud data objects and fields into Marketing Cloud, enabling the creation of segmented audiences based on this data.

Reference: Salesforce Help - Synchronized Data Extensions

NEW QUESTION # 90

Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access. How should the Marketing Cloud admin ensure users have access?

- A. Configure the API Integration to allow all users access
- B. Install App-appropriate business units for expanded access
- C. Choose Public App Integration during the installation
- D. License all appropriate users within the installed package

Answer: D

Explanation:

To ensure that users have access to Query Studio in Marketing Cloud, the admin should license all appropriate users within the installed package. This involves configuring user permissions and ensuring that licenses are assigned to users who need access to Query Studio. This approach ensures that only authorized users can use the tool, maintaining security and compliance within the organization.

Reference: Salesforce Help - Installing and Managing Apps in Marketing Cloud

NEW QUESTION # 91

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

Answer: A,D

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 # 92

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Selected SFTP folder
- B. Target Data Extension
- C. Original SFTP folder
- D. Safehouse

Answer: D

Explanation:

When a File Transfer Activity is used to decrypt an encrypted file on Marketing Cloud's SFTP, the decrypted data is temporarily stored in the Safehouse. The Safehouse is a secure data storage location within Marketing Cloud used for temporary storage during file processing tasks, such as decryption, before the data is moved to its final destination, like a data extension.

Reference: Salesforce Help - File Transfer Activity

NEW QUESTION # 93

Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit. How should they accomplish this?

- A. Set default permissions with the restrictions on the business unit
- B. Apply a permission set to the business unit
- C. Disable the permissions directly within the business unit
- **D. Assign a role to the business unit**

Answer: D

Explanation:

Assigning a role to the business unit allows the admin to apply specific permission restrictions to all users in that business unit. The role defines what users can access and do within Marketing Cloud. The other options are not valid ways to accomplish this requirement.

NEW QUESTION # 94

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