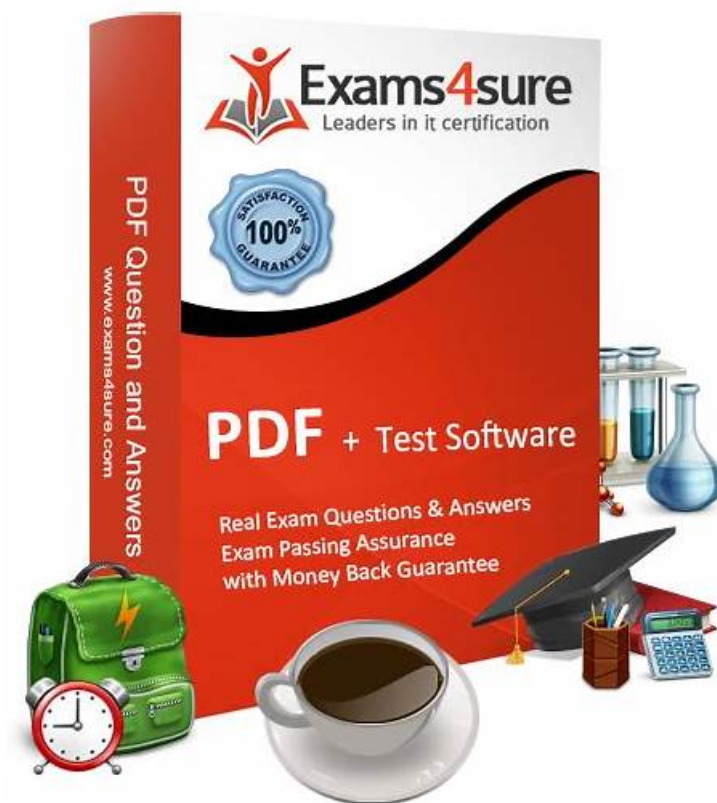


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q155-Q160):

NEW QUESTION # 155

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is

including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should the customer use to create an audience for this campaign?

Choose 3 answers

- **A. Lifetime Purchase Value**
- B. Proximity to Store
- **C. Last Purchase Date**
- D. Ages in Household
- **E. Conversion Rate**

Answer: A,C,E

Explanation:

To effectively target high-value outdoor sports customers likely to respond to a deep product discount:

Lifetime Purchase Value: Identify customers who have demonstrated significant financial commitment to the brand over time.

Conversion Rate: Focus on customers with a higher likelihood of responding based on past conversion metrics.

Last Purchase Date: Include customers who have made recent purchases, indicating active engagement and potential interest in new offers.

Reference: Salesforce Marketing Cloud Audience Segmentation

NEW QUESTION # 156

An email marketing manager is planning to send a promotional email to one million subscribers.

Which data structure should be used?

- A. List
- **B. Data Extension**
- C. Group
- D. Publication List

Answer: B

Explanation:

For sending a promotional email to one million subscribers, a Data Extension is the most suitable data structure. Data Extensions offer robust data management capabilities, scalability, and flexibility for handling large volumes of data and complex segmentation, which is essential when dealing with a large audience size like one million subscribers. This setup allows for more detailed targeting and personalization strategies.

Reference: Salesforce Help - Data Extensions

NEW QUESTION # 157

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.

Where should the Marketing Cloud admin begin troubleshooting?

- A. Email Studio > Synchronized Data Extensions
- **B. Contact Builder > Synchronized Data Extensions**
- C. Automation Studio > File Transfers
- D. Contact Builder > Data Sources

Answer: B

Explanation:

To troubleshoot issues with outdated data from Sales Cloud in Marketing Cloud, the admin should:

Check Synchronized Data Extensions: Navigate to Contact Builder and review the Synchronized Data Extensions. This area shows the synchronization status and configuration between Sales Cloud and Marketing Cloud.

Data Refresh Rate: Verify how frequently the data is synchronized and ensure that the synchronization schedule meets the operational requirements, adjusting as necessary to ensure data is up to date.

Reference: Salesforce Marketing Cloud Synchronization Documentation

NEW QUESTION # 158

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommend to ensure content is displayed properly within the email.

- A. AMP script lookup Rows functions
- B. A/B Test content type
- **C. Dynamic Content Wizard**
- D. AMP script conditional against the Gender field

Answer: C

Explanation:

For displaying content based on gender within an email:

Dynamic Content Wizard in Email Studio: This tool allows the creation of content blocks that change based on subscriber attributes directly within the email. It is user-friendly and does not require advanced technical skills.

Implementation: By using the Gender field in the sendable data extension, the Dynamic Content Wizard can automatically display different content such as men's or women's shoes based on the subscriber's gender, ensuring that the email content is appropriate and targeted.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 159

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

Answer: B

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 # 160

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