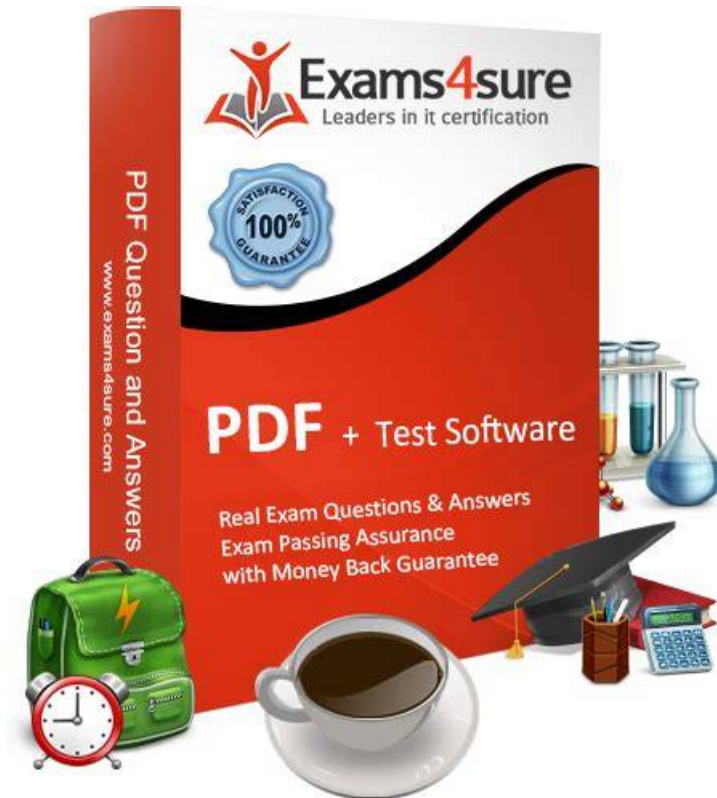


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q75-Q80):

NEW QUESTION # 75

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing cloud to execute a send.

Which feature would the admin use to meet this requirement?

- **A. Tokenized Sending**
- B. Distributed Marketing Sends.
- C. Field Level Encryption.
- D. List Sending

Answer: A

Explanation:

To avoid storing sensitive data in the cloud, the admin should use Tokenized Sending. This feature allows Marketing Cloud to send emails without storing sensitive data such as credit card numbers or social security numbers. Instead, Marketing Cloud uses tokens that are replaced with actual data at send time by an external system.

NEW QUESTION # 76

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM. However, they only want to sync records that they have identified as marketable.

Which filtering option in the synchronization settings could be used when configuring the Contact synced object?

- A. Select all records that have an email address
- **B. Select all records where custom boolean field is true**
- C. Select all records created since a certain date

Answer: B

NEW QUESTION # 77

Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build.

Where should their Marketing Cloud admin set up permissions to allow REST authentication?

- **A. Installed Packages**
- B. Salesforce Integration
- C. Security Settings
- D. Data Management

Answer: A

Explanation:

To enable REST API access for external applications in Salesforce Marketing Cloud, permissions need to be configured within Installed Packages. This area allows administrators to manage API integrations and set authentication protocols.

Installed Packages: Navigate to this section in the Marketing Cloud setup menu. Create or select an existing package to configure API integration. Set up the API integration by generating the API key and secret, which are essential for authenticating the external application's API requests.

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

NEW QUESTION # 78

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process?

Choose 2 answers

- A. A custom text version will be sent with your HTML email.
- **B. Open and click activity are tracked in either version.**
- **C. An auto-generated text version will be sent with your HTML email.**

- D. The email will avoid detection by various SPAM filters.

Answer: B,C

Explanation:

When selecting "Send as Multipart MIME" during the email send process:

Activity Tracking: Both the HTML and text versions of the email allow for the tracking of opens and clicks, ensuring that engagement data is captured regardless of the version the recipient views.

Auto-generated Text Version: Alongside the HTML email, a text version is automatically generated and sent.

This ensures that recipients whose email clients do not support HTML can still receive and read the email content.

Reference: Salesforce Marketing Cloud Email Send Options

NEW QUESTION # 79

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

- **A. There are overlapping contacts in each of the channel**
- B. Synchronized contacts are only counted after sending
- C. Mobile subscribers are not counted as contacts.
- D. Only active email subscriber is counted.

Answer: A

Explanation:

The reason why the total contact count of 500,000 is less than the summed total of email subscribers, synchronized contacts, and mobile subscribers is D. There are overlapping contacts in each of the channels.

This overlap occurs when the same contact is counted across different channels (e.g., a contact might be both an email subscriber and a mobile subscriber), thus leading to a lower total contact count when duplicates are not counted more than once.

Reference: Salesforce Help - Contact Count Calculation

NEW QUESTION # 80

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