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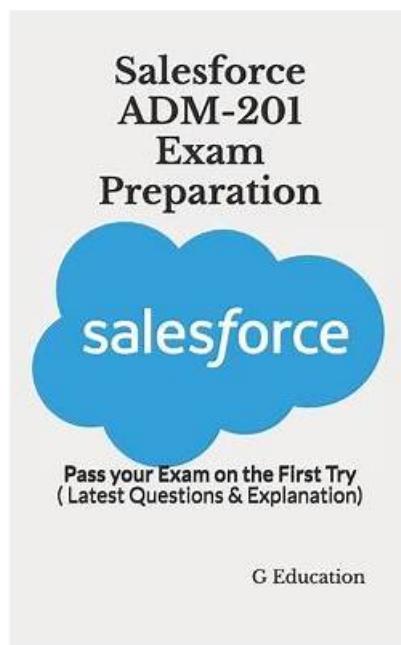
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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q147-Q152):

### NEW QUESTION # 147
A Marketing Cloud Admin has noticed a File Drop Automation has been failing on the import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer_import_. The import is configured to look for a file named customer_import_%%Year%%%%Month%%%%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds.
How should the admin fix the issue?

- A. Make sure the file is placed on the correct subfolder within the SFTP
- B. Make sure the filename has a date stamp to avoid duplication
- C. Use %%FILENAME_FROM_TRIGGER%% in the import File Activity
- D. Use the exact filename used for the trigger in the import File Activity

**Answer: C**

Explanation:
When using a filename pattern for a File Drop Automation trigger, the import File Activity should use %%FILENAME_FROM_TRIGGER%% as the file name. This ensures that the import activity will use the same file name as the trigger, regardless of the date stamp or other variations

### NEW QUESTION # 148
Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud.
Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?
Choose 2 answers

- A. Number
- B. Decimal
- C. Text
- D. Boolean

**Answer: A,D**

Explanation:
When creating a data extension for subscriber data from a data warehouse, fields that typically require minimal consideration for size or scalability include:
Number: Fields designated as 'Number' generally consume less storage space and are straightforward in terms of scalability and processing within data extensions.
Boolean: Boolean fields, representing simple true/false values, are highly efficient in terms of storage and processing, making them less of a concern in terms of scalability.
Reference: Salesforce Marketing Cloud Data Extension Best Practices

### NEW QUESTION # 149
Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted.
Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Decryption Activity
- B. Import Activity
- C. Data Extract Activity

- D. File Transfer Activity

**Answer: D**

Explanation:
The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

**NEW QUESTION # 150**
A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.
Which two settings should be selected before the admin can configure the Holdback percentage?
Choose 2 answers

- A. Data Extension entry source
- B. Winner evaluation
- C. Run Once schedule type
- D. Journey re-entry settings

**Answer: A,B**

Explanation:
To configure a journey using Path Optimizer with a holdback of 60% of the contacts until a winner has been selected, the Marketing Cloud admin needs to set:
A). Data Extension entry source: Ensures the journey is pulling contacts from a specific data extension which can be effectively managed and monitored for the experiment.
D). Winner evaluation: This setting allows the admin to specify how and when the winning path is determined, which is critical to managing the holdback and subsequent path optimization.
Reference: Salesforce Help - Path Optimizer

**NEW QUESTION # 151**
What does Marketing Cloud authenticate when a user logs in through the user interface?

- A. If the user is logging in from a whitelisted IP address
- B. If the user is assigned a role in the parent business unit
- C. If the user has login hours enabled on their profile
- D. If the user is an API User on their record

**Answer: A**

Explanation:
Marketing Cloud authenticates several factors during user login, among which:
Whitelisted IP address check: Marketing Cloud checks if the user's IP address matches those listed in the IP whitelist settings. This is part of the security measures to ensure that only authorized accesses are allowed from secured locations.
Reference: Salesforce Marketing Cloud Security and User Authentication

**NEW QUESTION # 152**
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