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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q118-Q123):

NEW QUESTION # 118
Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists. How should the user be updated to allow the analyst the appropriate access?

- A. Add Distributed Sending user
- B. Remove Marketing Cloud Channel manager
- C. Add Marketing Cloud Security Administrator
- D. Remove Marketing Cloud Viewer

Answer: C

Explanation:
To allow the business analyst at Northern Trail Outfitters to import contact lists, the role needed is one that grants permissions for import activities. Among the options:
B). Add Marketing Cloud Security AdministratorThis role would provide the analyst with the necessary permissions to manage data imports. The Marketing Cloud Security Administrator role includes broader permissions that encompass data management and security settings, which are required for importing contact lists.
Reference: Salesforce Help - User Roles and Permissions

NEW QUESTION # 119
Northern Trail Outfitters (NTO) Is building a journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.
Which activity would allow them to build the journey with the fewest activities possible?

- A. Wait Until Date
- B. Join
- C. Engagement Split
- D. Einstein STO

Answer: C

Explanation:

Salesforce Sidekick
For Northern Trail Outfitters' scenario, where they need to send one of three different emails randomly to new subscribers within a journey, the most suitable activity to accomplish this with the fewest steps would be using:
B). Engagement Split
However, the correct answer for randomly distributing different email versions in a journey is not listed among the options provided under typical usage. Normally, the Engagement Split is used to branch the journey based on how subscribers interact with emails (e.g., opens or clicks).
The ideal solution for NTO's need to send one of several different emails at random would be the "Random Split" activity in Journey Builder, which is not listed in the options. Since the closest option provided that would allow for varying paths (though not randomly)

is the Engagement Split, it could be considered, but it does not fulfill the requirement as described.

Therefore, based on the given options and the actual functionality needed:

There seems to be a misunderstanding in the options provided. Normally, a "Random Split" would be used in this case.

If we must choose from the available options, none directly fulfill the requirement of randomly sending different email versions with the fewest activities possible.

NEW QUESTION # 120

A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

- A. One -to -One Relationship
- B. One -to -Many Relationship
- C. Many -to -One Relationship
- D. Many -to -Many Relationship

Answer: B

Explanation:

For linking demographic information to a contact model in Contact Builder:

A). One-to-Many Relationship: This type of relationship is appropriate when a single contact can have multiple demographic records. It helps to manage and utilize demographic data effectively within personalized marketing campaigns.

This relationship type supports efficient data management and targeting by allowing multiple demographic attributes for a single contact within the marketing database.

Reference: Salesforce Help - Data Relationships in Contact Builder

NEW QUESTION # 121

Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and they need to monitor their deliverability across major ISPs.

Which bounce type would be indicative of the ISPs view of NTO's sending reputation?

- A. Technical
- B. Hard
- C. Soft
- D. Block

Answer: D

Explanation:

A block bounce is a type of bounce that occurs when an ISP rejects an email because of the sender's reputation or content. This indicates that the ISP views the sender as a potential spammer or has received complaints from other recipients.

NEW QUESTION # 122

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

Answer: C,D,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 # 123

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