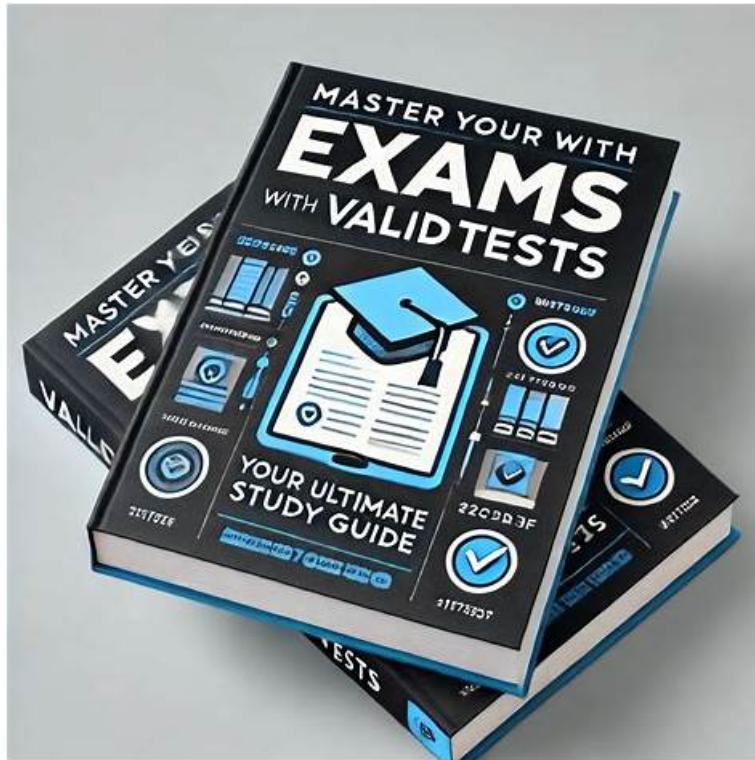


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Salesforce Certified Marketing Cloud Engagement Administrator Sample

Questions (Q141-Q146):

NEW QUESTION # 141

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

Answer: A

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 # 142

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.

Which two terms would they add to their website to accomplish this?

Choose 2 answers

- **A. Recommendation Code**
- B. Email Conversion Code
- C. Conversion/Cart Code
- **D. Collect Code**

Answer: A,D

Explanation:

To implement item recommendations during the checkout process using Einstein, Northern Trail Outfitters should:

Implement the Collect Code on their website. This JavaScript snippet collects customer behavioral data, which is essential for powering personalized recommendations.

Add the Recommendation Code to the checkout page. This code snippet is responsible for displaying the personalized recommendations generated by Einstein based on the collected data.

Reference: Salesforce Marketing Cloud Einstein Recommendations Implementation Guide

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NEW QUESTION # 143

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

Answer: B,D

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 # 144

A Marketing Cloud Administrator 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 what should the admin do to fix the issue?

- A. Use the exact file name used for the trigger in the Import File Activity
- **B. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity**
- C. Make sure the files are placed in the correct subfolder within the SFTP
- D. Make sure the team has a date stamp to avoid duplication

Answer: B

Explanation:

The error in the File Drop Automation is due to the filename pattern not matching exactly because of additional seconds and milliseconds in the filename. To resolve this issue:

Modify the Import File activity to use the %%FILENAME_FROM_TRIGGER%% personalization string.

This ensures that the Import File activity dynamically accepts the filename exactly as it is uploaded to the SFTP location.

Update the filename pattern in the automation setup to avoid hardcoding the date format and instead rely on the filename that triggered the automation.

By using %%FILENAME_FROM_TRIGGER%%, the automation becomes flexible and will correctly handle any file name that matches the initial pattern triggering the automation, regardless of additional timestamp details.

Reference: Salesforce Marketing Cloud Documentation on Automation Studio and File Drop Triggers

NEW QUESTION # 145

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries. Which future would allow this functionality?

- A. Journey Builder
- **B. Synchronized Data Sources.**
- C. Cloud Pages
- D. Query Studio

Answer: B

Explanation:

To use Sales Cloud data in their queries, the admin should use Synchronized Data Sources. This feature allows Marketing Cloud to automatically import and update data from Sales Cloud objects and fields. The data is stored in data extensions that can be queried using SQL.

NEW QUESTION # 146

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