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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q131-Q136):

NEW QUESTION # 131

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account. Which value should link these new data extensions in Data Designer to the existing contact records?

- **A. Unique Contact Identifier**
- B. Primary key
- C. Subscriber ID
- D. Unique Contact email address

Answer: A

Explanation:

In Salesforce Marketing Cloud, linking new data extensions in Data Designer to existing contact records requires using a "Unique Contact Identifier." This identifier ensures that each record in the data extension can be uniquely associated with a corresponding record in the contact database, thereby enabling accurate targeting, segmentation, and personalization. It is vital that this identifier is consistently used across data extensions to maintain data integrity and proper linkages.

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

NEW QUESTION # 132

A user asks a Marketing Cloud admin to update and increase their session timeout setting. Which three considerations should the admin review before making this update?

Choose 3 answers

- **A. Change impacts all users**
- B. Best practice suggests a 20-minute timeout setting
- **C. Security risk of unauthorized users for longer timeout settings**
- **D. Typical length of time users spend in Marketing Cloud**
- E. Frustration of users upon timeouts

Answer: A,C,D

Explanation:

When considering an update to increase the session timeout setting in Marketing Cloud, the admin should review several factors:

C). Security risk of unauthorized users for longer timeout settings - Longer session timeouts can pose a security risk as it increases the window during which an unauthorized person could potentially access an unattended user session. This is particularly crucial in environments where users might share computers or work in open office environments.

D). Change impacts all users - Any change to the session timeout settings will affect all users across the platform. It's important to communicate these changes and understand the broader impact, especially in larger organizations where different teams might have different security and operational needs.

E). Typical length of time users spend in Marketing Cloud - Understanding how users interact with Marketing Cloud and the average length of their sessions can help in deciding the appropriate session timeout setting. If users typically engage in longer tasks, a longer timeout might be necessary to prevent disruptions.

References:

Salesforce Marketing Cloud Documentation on "Session Settings and Security"

NEW QUESTION # 133

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

- **A. The consultant should enable deep linking in Marketing Cloud Connect configuration.**
- B. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
- **C. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.**
- D. The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.

Answer: A,C

Explanation:

To enable Sales Cloud users to create and send Marketing Cloud emails:

User Mapping: Ensure there is a one-to-one relationship between Sales Cloud and Marketing Cloud users to facilitate seamless functionality and data consistency.

Deep Linking: Enable deep linking in Marketing Cloud Connect. This allows Sales Cloud users to access Marketing Cloud features directly from within the Sales Cloud interface, enhancing user experience and efficiency.

Reference: Salesforce Marketing Cloud Connect

NEW QUESTION # 134

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- **A. Email Form Content Block**
- B. Cloud Page forms Content Block
- C. Reference Content Block
- D. Dynamic Content Block

Answer: A

Explanation:

To solicit website feedback directly within an email without navigating away from the email, the feature to use is B. Email Form Content Block. This block allows subscribers to submit feedback directly within the email, enhancing user experience and increasing the likelihood of feedback submission since the subscriber does not need to leave their email environment.

Reference: Salesforce Help - Email Form Content Block

NEW QUESTION # 135

Which two data structures could be configured to appear in the out-of-the-box Subscription center? Choose 2 answers

- **A. Lists**
- **B. Publication Lists**
- C. Groups
- D. Data Extensions

Answer: A,B

Explanation:

The out-of-the-box Subscription center can display Publication Lists and Lists as options for subscribers to opt in or out of. Data Extensions and Groups are not supported by the default Subscription center.

NEW QUESTION # 136

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