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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q27-Q32):

### NEW QUESTION # 27

A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

- **A. Tokenized Sending**
- B. Transparent Data Encryption
- C. Key Management
- D. Field level Encryption

**Answer: A**

Explanation:

To ensure sensitive information is not imported and stored in Marketing Cloud, implement:

Tokenized Sending: This approach uses tokens to represent sensitive data, ensuring that the actual data does not reside within Marketing Cloud. Instead, the tokens are matched with the original data only during the send process, enhancing security by minimizing data exposure.

Setup: Configure Tokenized Sending by defining data relationships in Marketing Cloud Connect or through external token providers to integrate seamlessly with the sending process.

Reference: Salesforce Marketing Cloud Tokenized Sending Documentation

### NEW QUESTION # 28

A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is performing. Which report should be used?

- A. Email Performance by Attribute
- B. Dynamic Content for Triggered Sends
- C. Sends Account Send Summary
- **D. Impression Tracking for Triggered Sends**

**Answer: D**

Explanation:

To understand how a specific content area within a Triggered Send Email is performing, the admin should use C). Impression Tracking for Triggered Sends. Impression Tracking allows the admin to track how often a particular content area or piece of dynamic content is viewed within emails, giving insights into the performance of content within Triggered Sends.

Reference: Salesforce Help - Impression Tracking

### NEW QUESTION # 29

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?

- A. Marketing Cloud Connect
- **B. Parameter Manager**
- C. AMPscript for Marketing Cloud
- D. Google Analytics 360

**Answer: B**

Explanation:

To automatically add tracking parameters to links in emails:

Parameter Manager: Utilize the Parameter Manager in Marketing Cloud to configure and automatically append a set of predefined tracking parameters to all links within emails. This tool streamlines the process and ensures consistency across all sent emails.

Efficiency and Consistency: By using Parameter Manager, admins can ensure that all emails sent via Email Studio include the necessary tracking parameters without the need for manual entry or customization for each email.

Reference: Salesforce Marketing Cloud Parameter Manager

### NEW QUESTION # 30

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute. How would the admin ensure a notification is received when the query fails?

- A. Add their Email Address in the Query Activity Notifications Field

- B. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings"
- C. Install the Marketing Cloud App on phone to receive Push Messages
- D. Configure the "Event Notification Service" in Setup with their Email Address

**Answer: B**

Explanation:

To ensure a notification is received when a scheduled query fails, the Marketing Cloud admin should add their email address in the automation settings under "Runtime Error or Skipped Run Notification Settings." This setup in the automation configuration will alert the admin via email if there is a failure in the query's execution, enabling timely identification and resolution of issues.

Reference: Salesforce Help - Automation Studio

### NEW QUESTION # 31

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.

What should NTO do to create this audience?

- A. Journey
- B. SQL Queries
- C. Data Filters
- D. Measures

**Answer: B**

Explanation:

To target subscribers based on complex criteria, such as recent engagement and geographic proximity:

Use SQL Queries in Automation Studio to create a highly specific audience segment. SQL queries allow for the combination of multiple data points and criteria into a single query, providing the flexibility needed for complex segmentation.

Write a SQL query that joins email interaction data with subscriber location data, filtering for those who engaged within the last 30 days and are within 10 miles of an NTO store.

Reference: Salesforce Marketing Cloud SQL Query Activity in Automation Studio

### NEW QUESTION # 32

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