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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q115-Q120):

NEW QUESTION # 115
Which three statements should be considered before using Goals in Journey Builder?
Choose 3 answers

- A. Goal target statistics are stored in a data extension.
- B. Contacts are evaluated against the goal after a wait activity.
- C. Each contact is assigned an individual goal.
- D. Goals can act as exit criteria.
- E. Goals are created to evaluate journey performance.

Answer: B,D,E

Explanation:
Before using Goals in Journey Builder, consider the following:
B). Goals are created to evaluate journey performance: Goals help measure how well a journey is performing against specific objectives, allowing for adjustments and improvements.
C). Goals can act as exit criteria: When a contact meets the goal criteria, they can be set to exit the journey, making goals a powerful tool to dynamically manage contact flow based on behavior or achievements.
D). Contacts are evaluated against the goal after a wait activity: This setup ensures that contacts have time to perform the expected action before being evaluated against the goal, which can be crucial for accurately measuring engagement and responses.
Reference: Salesforce Help - Journey Builder Goals

NEW QUESTION # 116
Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.
What should the admin confirm to resolve the issue?

- A. The Data extension is marked as Sendable and Testable
- B. The data extension is marked as Sendable
- C. The data extension contains a Salesforce ID
- D. The data extension is linked using the Contact Key

Answer: B

Explanation:
To resolve the issue of a data extension not appearing for email sends, confirm:
Sendable Status: Ensure the data extension is marked as Sendable. This setting links the data extension to a subscriber attribute, allowing it to be used for email sends.
Configuration Check: Verify the send relationship within the data extension properties, ensuring it correctly relates to the subscriber key or another unique identifier used for email campaigns.
Reference: Salesforce Marketing Cloud Data Extension Setup

NEW QUESTION # 117
Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year. What action should be taken to populate the Einstein Engagement Scoring Dashboard?
A). Select one of the Predictive Algorithms then click Deploy
B). Click Deploy and results are available immediately
C). Select the channels (Emails, Push, SMS) to report on then click Activate D). Click Activate and wait for an email notification

Answer:

Explanation:
C
To use the Einstein Engagement Scoring Dashboard for analyzing customer engagement:
Select Channels: Choose which channels (Email, Push, SMS) you want to include in the engagement scoring.
Activate: Click on "Activate" to start the data analysis process. This will generate insights based on the selected channels and customer interactions over the specified period.
Reference: Salesforce Marketing Cloud Einstein Engagement Scoring

NEW QUESTION # 118
A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order_Details, and 'Products.
The data extensions contain the following information:
- Orders: OrderId, CustomerID,OrderNumber, OrderDate, OrderTotal, GrandTotal
- Order_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount
- Products: ProductId, SKU, Name, Description, Cost, Price
Which two actions should be taken in Data Designer?
Choose 2 answers

- A. Create a one -to -many relationship between Orders and Order_Details.
- B. Create a one-to-one relationship between the contact record and Order Details.
- C. Create a one-to-one relationship between Order_Details and Products.
- D. Create a one-to-one relationship between Orders and Order_Details.

Answer: A,C

Explanation:
In the scenario of managing data relationships for an eCommerce site:
B). Create a one-to-many relationship between Orders and Order_Details: This relationship allows multiple order details (such as individual items, quantities, and prices) to be associated with a single order, reflecting the typical structure of an eCommerce transaction.
D). Create a one-to-one relationship between Order_Details and Products: This relationship links each order detail line to a specific product, allowing for detailed tracking and analysis of product sales.
These relationships set up a logical and functional structure in Data Designer, enabling effective data management and utilization for reporting and customer insights.
Reference: Salesforce Help - Data Designer

NEW QUESTION # 119
Which three considerations should be made when setting up Distributed Marketing?
Choose 3 answers

- A. Default options can be set up for the greeting in the email.
- B. Business users can select any email at the time of sending.
- C. Messages can be sent to Contacts, Leads, and Person Accounts.
- D. A journey can be connected to one or more Campaigns.
- E. The DM administrator Profile is required to access Distributed Marketing.

Answer: A,C,D

Explanation:
When setting up Distributed Marketing, several considerations are essential:
B). Default options can be set up for the greeting in the email: This allows customization of the greeting line within the email templates, providing a personalized touch for recipients.
C). A journey can be connected to one or more campaigns: This functionality supports the integration of Distributed Marketing journeys with multiple campaigns, enhancing targeting and segmentation capabilities.
E). Messages can be sent to Contacts, Leads, and Person Accounts: Distributed Marketing allows sending messages to a diverse range of recipient types, which expands the flexibility and reach of marketing efforts.
Reference: Salesforce Help - Distributed Marketing Setup

NEW QUESTION # 120
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