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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q126-Q131):

NEW QUESTION # 126

What are entry source types for Journey Builder?

- A. Data Extension, Cloud Pages, Email List, API Event
- B. Data Extension, Salesforce Community, GA360, Email List
- C. Data Extension, Audience Studio, API Event, Date Based Event
- D. Data Extension, Email List, API Event, Date Based Event

Answer: D

Explanation:

The entry source types for Journey Builder include:

C). Data Extension, Email List, API Event, Date Based Event These sources allow a marketing campaign to automatically start or transition contacts based on their interaction with various data sources:

Data Extension: Contacts can be injected into a journey based on records in a data extension.

Email List: Contacts from a specific email list can be used as an entry event.

API Event: This allows external systems to trigger entry into a journey.

Date Based Event: Contacts can enter a journey based on a specific date or a date attribute in a data extension.

Reference: Salesforce Help - Journey Builder Entry Sources

NEW QUESTION # 127

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A. A new sender profile is needed for sending transactional emails.
- **B. Brand-specific private domains are required for images and links.**
- C. Multiple FTP users must be accommodated.

Answer: B

NEW QUESTION # 128

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. Web Analytics Connector
- **B. Cloud Pages URL AMP script function**
- C. Link Wrapping

Answer: B

Explanation:

To pass the email address of a subscriber to a landing page through a URL parameter from a promotional email securely, the admin should use the CloudPagesURL AMPscript function. This function encrypts the email address and other parameters and generates a unique URL for each subscriber. The landing page can then use the RequestParameter AMPscript function to decrypt the email address and other parameters

NEW QUESTION # 129

Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

- A. Create and apply folders with naming conventions in the current account to keep track of brand assets.
- B. Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.
- **C. Create child business units for each brand and nest another level of child business units for GEOs.**
- D. Create one child business unit for the other brands to share but apply folders and naming conventions.

Answer: C

Explanation:

Organizing business units in Salesforce Marketing Cloud for a company with multiple brands and global presence involves creating a structure that allows for brand and regional specific strategies while maintaining centralized control at the enterprise level.

Create child business units for each brand: This setup allows each brand under the Northern Trail Outfitters umbrella to manage its marketing autonomously while leveraging shared resources and aligning with overarching business strategies.

Nest child business units for GEOs under each brand: This further categorization allows for localized marketing strategies tailored to geographical nuances, enhancing target marketing efforts and regional compliance.

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

NEW QUESTION # 130

An email manager was anticipating a test email to arrive in their inbox.
Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Tracking > A/B Testing
- B. My Reports > Administrator Reports > Email Sends By User
- C. My Reports > Administrator Reports > Email Send Report
- **D. My Tracking > Test Send Emails**

Answer: D

Explanation:

To verify if a test email has been sent from Email Studio, the admin should:

Navigate to Email Studio.

Go to the My Tracking tab.

Select Test Send Emails. This section provides a detailed log of all test emails sent, including their status and timestamp, allowing the admin to confirm whether the test email was deployed successfully.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 131

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