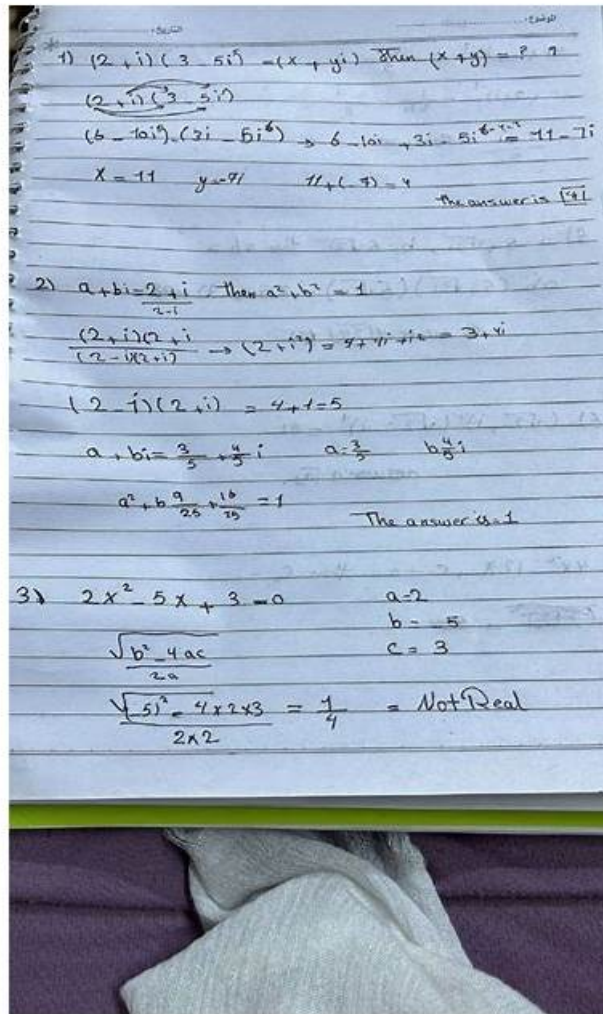


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q21-Q26):

NEW QUESTION # 21

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. AMP script for Marketing Cloud
- B. Marketing Cloud Connect
- C. Google Analytics 360
- **D. Web Analytics Connector**

Answer: D

Explanation:

To automatically add tracking parameters to all links in emails sent from Email Studio, the admin should configure:

Web Analytics Connector: This feature automatically appends tracking parameters to URLs in emails to integrate with web analytics tools like Google Analytics.

Configuration Steps: Set up the Web Analytics Connector by specifying the desired tracking parameters in the Email Studio settings.

This ensures all outgoing emails automatically include these parameters without the need for manual coding.

Reference: Salesforce Marketing Cloud Web Analytics Connector Setup

NEW QUESTION # 22

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

Answer: D

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 # 23

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 # 24

Northern Trail Outfitters wants to send a custom survey to customers asking about their experience following a recent purchase. Which feature should be used to create a survey form?

- A. Profile Center
- B. Content Builder
- **C. Smart Capture**
- D. Mobile Connect

Answer: C

Explanation:

Smart Capture is the feature that should be used to create a survey form. Smart Capture is a feature that allows marketers to create and insert forms within landing pages or emails, such as surveys, polls, or feedback requests. Smart Capture can be customized with different fields, labels, buttons, and actions. Smart Capture can capture subscriber responses and store them in a data extension or update existing records in Marketing Cloud.

NEW QUESTION # 25

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. Data Extensions
- D. Groups

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 # 26

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