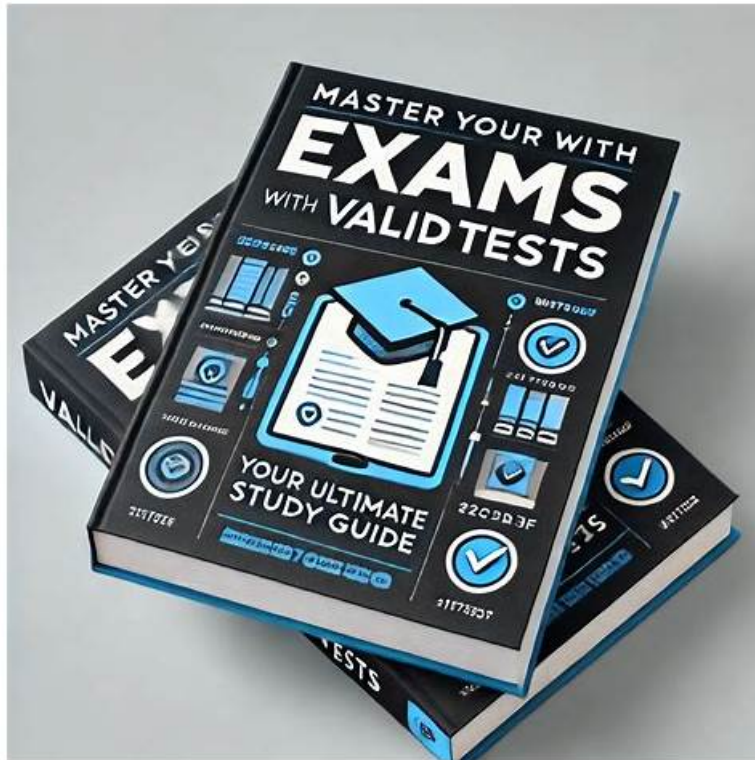


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q122-Q127):

NEW QUESTION # 122

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

Answer: D

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 # 123

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

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 # 124

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses Where could the details be found?

- A. Run a Bounce Email Report
- B. Run an Account Send Summary Report
- C. Query the Send Log
- **D. Query the Bounce Data View**

Answer: D

Explanation:

To create a suppression list for hard-bounced email addresses, the most direct approach is to query the Bounce Data View in SQL. This Data View contains all bounce-related information, allowing admins to specifically filter for hard bounces by the bounce category. Using a query activity, the admin can extract all hard bounce records and create a dynamic or static suppression list based on these results. This method is efficient and ensures that only relevant data is included in the suppression list.

Reference: Salesforce Help - Querying Data Views for Bounce Information

NEW QUESTION # 125

What is Setup Assistant?

- A. A search within Help and Training limited to configuration documents
- B. A dashboard containing key metrics for the business unit
- **C. A prioritized account configuration checklist**
- D. Support service allowing the outsourcing of repetitive admin tasks

Answer: C

Explanation:

Setup Assistant in Salesforce Marketing Cloud:

Functionality: Setup Assistant acts as a prioritized checklist designed to guide administrators through the configuration of their Marketing Cloud account. It outlines essential steps in a logical and structured order to ensure a complete and efficient setup process.

Usage: Administrators can access Setup Assistant from the Setup menu in Marketing Cloud, where they can follow the step-by-step instructions to configure various components of their account, such as sending domains, data management, and more.

Reference: Salesforce Marketing Cloud Setup Assistant Guide

NEW QUESTION # 126

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- **A. Analyst and Marketing Cloud Viewer**
- B. Content Creator and Marketing Cloud Viewer
- C. Data Manager and Analyst

Answer: A

Explanation:

To give the marketing analyst access to all tracking data but no send activities, the admin should apply the Analyst and Marketing Cloud Viewer default user roles. The Analyst role allows the user to view tracking data, reports, and dashboards for all channels. The Marketing Cloud Viewer role allows the user to view content, subscribers, and data extensions, but not modify or send them.

NEW QUESTION # 127

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