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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q96-Q101):

NEW QUESTION # 96

What are entry source types for Journey Builder?

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

Answer: B

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 # 97

Northern Trail Outfitters has Imported a file Into All Subscribers. They then received a results file stating admin@example.com could NOT be imported.

Which error code would the file contain for this record?

- A. Invalid Email Address
- B. Restricted Values
- **C. List Detective**
- D. Skipped Records

Answer: C

Explanation:

When Northern Trail Outfitters imported a file into All Subscribers and received a results file indicating that admin@example.com could not be imported, the likely error code that would appear in the file is B. List Detective. List Detective is a built-in functionality of Marketing Cloud that prevents the addition of email addresses that do not meet certain criteria to ensure list quality and compliance. It automatically blocks common role-based emails or improperly formatted email addresses.

Reference: Salesforce Help - List Detective

NEW QUESTION # 98

Which three options determine when a contact could enter a journey?

Choose 3 answers.

- A. Re-entry by attribute
- **B. Re-entry only after exiting**
- **C. Re-entry at any time**
- D. Re-entry by date
- **E. No re-entry**

Answer: B,C,E

Explanation:

The options that determine when a contact can enter a journey in Marketing Cloud's Journey Builder include:

A). Re-entry at any time: Contacts can re-enter the journey immediately after their previous participation ends.

D). No re-entry: Contacts are not allowed to re-enter the journey once they have entered it, regardless of whether they have completed it or not.

E). Re-entry only after exiting: Contacts can only re-enter the journey after they have fully exited, ensuring they complete all activities before re-entering.

Reference: Salesforce Help - Journey Settings

NEW QUESTION # 99

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. Multiple FTP users must be accommodated.
- **C. Brand-specific private domains are required for images and links.**

Answer: C

NEW QUESTION # 100

(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. SQL Queries**
- B. Data Filters
- C. Measures
- D. Journey

Answer: A

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 # 101

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