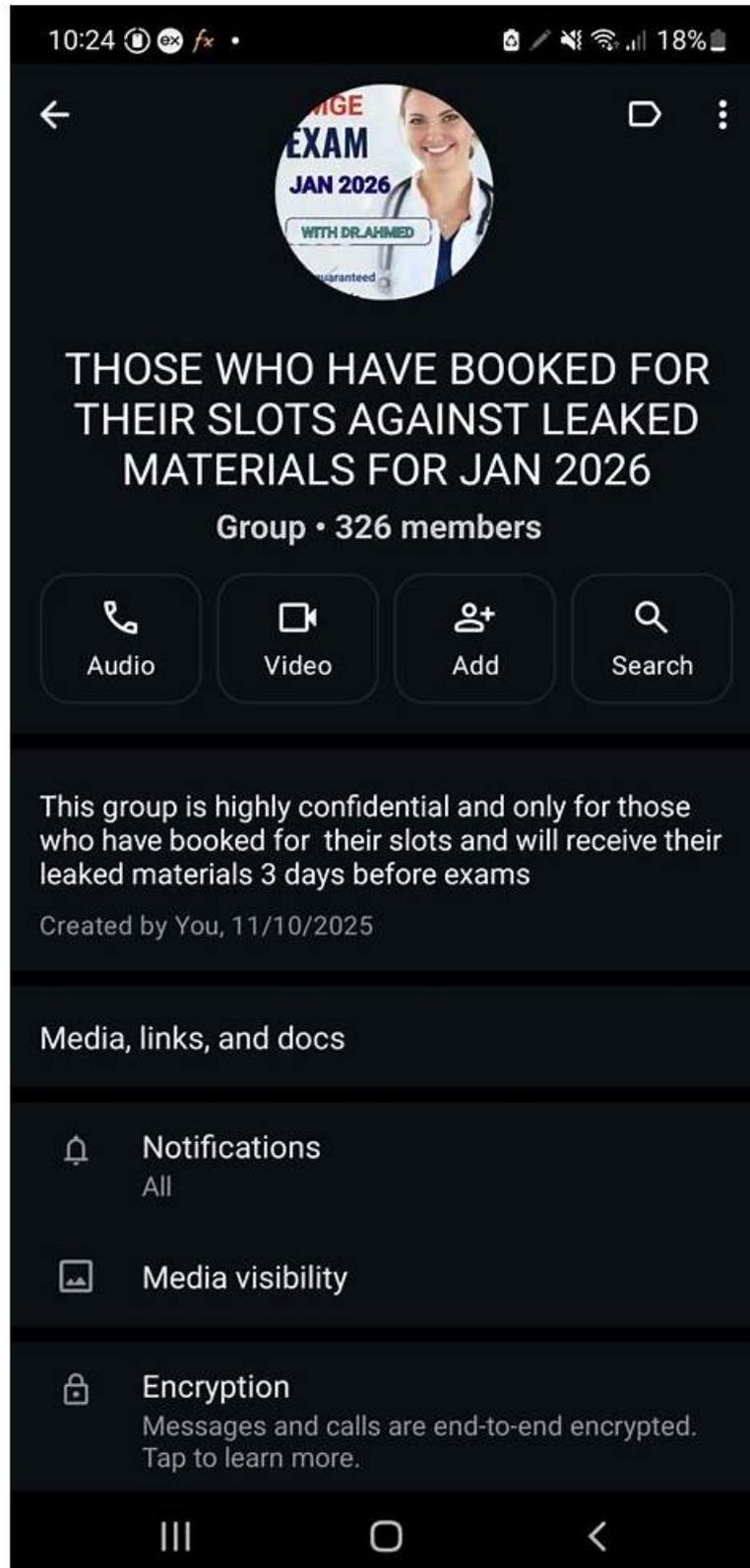


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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q106-Q111):

### NEW QUESTION # 106

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A user -initiated message to send an email to customers who made a purchase daily.
- B. A file drop automation to send emails to customers who have made a purchase.
- C. A triggered message to send an email as soon as a customer completes a purchase.
- D. A scheduled automation to send emails to customers who made a purchase daily.

**Answer: C**

Explanation:

The best solution to reduce manual workloads and improve customer experience for Northern Trail Outfitters, given the increase in customer purchases, is to implement D. A triggered message to send an email as soon as a customer completes a purchase. This approach automates the process of sending order confirmations and ensures that customers receive timely and relevant communications immediately after their purchase, enhancing their experience and reducing the workload on the team.

Reference: Salesforce Help - Triggered Emails

### NEW QUESTION # 107

Where would a Marketing Cloud admin view all verified email addresses?

- A. Identity Verification Log
- B. Sender Profiles
- C. From Address Management
- D. Reply Mail Management

**Answer: C**

Explanation:

To view all verified email addresses in Marketing Cloud:

Navigate to From Address Management: This section within Email Studio allows administrators to manage and view all sender

addresses that have been verified and are approved for use in sending emails.

Verification and Management: This area specifically holds records of each email address that has been set up and verified, including the status of each, ensuring they are authorized to send emails from the platform.

Reference: Salesforce Marketing Cloud Email Studio Documentation

### NEW QUESTION # 108

A Contact Delete request has been processed for subscribers who have been sent to previously in a Northern Trail Outfitters account, the action did NOT target all contacts in their account and significant number of contacts which have been sent to remain, Which two data would still exist in the account? Choose 2 answers

- A. Contact-specific data at the job level
- B. Contact data in non-sendable extensions
- C. General tracking data at the job level
- D. Contact data in sendable data extensions

**Answer: C,D**

Explanation:

Following a Contact Delete request in Salesforce Marketing Cloud, certain types of data remain within the account:

Contact data in sendable data extensions: This data is not automatically removed through a Contact Delete process unless specifically targeted. It requires separate processes to ensure data is cleansed.

General tracking data at the job level: This includes aggregate performance metrics from email campaigns, which do not store individual contact details but rather overall campaign performance stats.

Reference: Salesforce Marketing Cloud Contact Deletion

### NEW QUESTION # 109

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. IP Whitelisting
- B. Single Sign on Authentication
- C. Field Level Encryption
- D. Advanced Audit Trail

**Answer: A**

Explanation:

To enhance security against unauthorized API access, Northern Trail Outfitters should:

Enable IP Whitelisting: This security feature restricts API access to Marketing Cloud from only those IP addresses that are pre-approved. This method significantly reduces the risk of malicious access from unrecognized sources.

Configuration: Administrators can configure IP Whitelisting in the Setup area under Security Settings, specifying which IP ranges are allowed to initiate API calls to the account.

Reference: Salesforce Marketing Cloud IP Whitelisting Documentation

### NEW QUESTION # 110

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 # 111

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