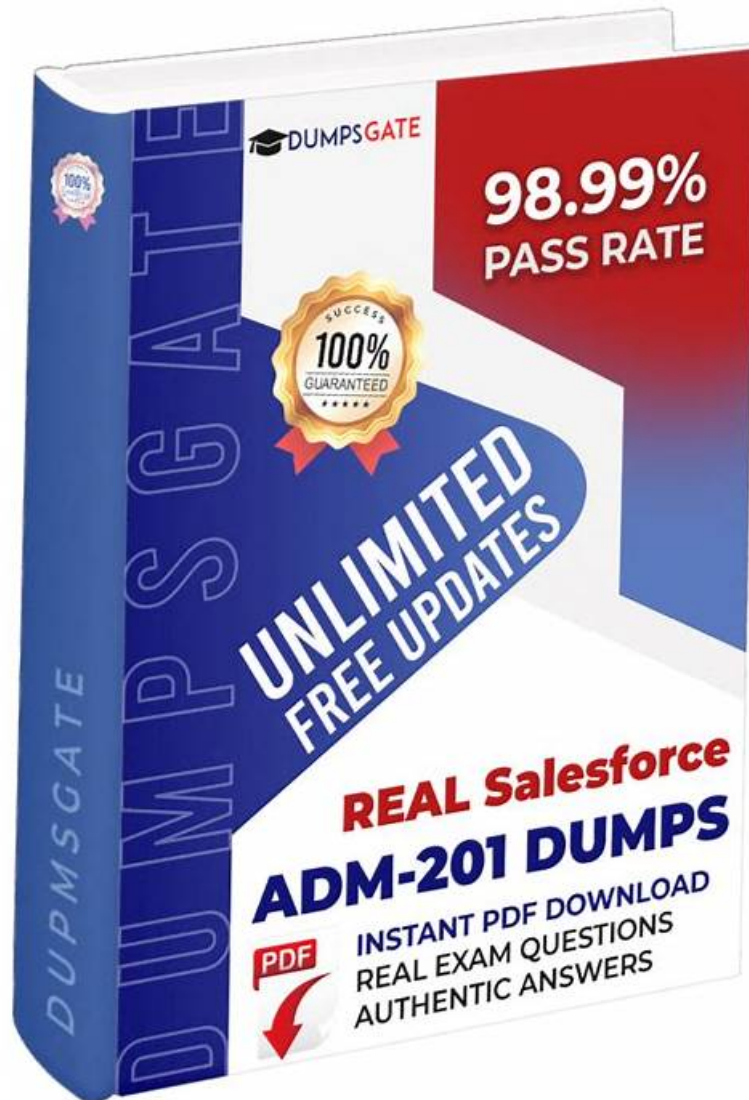


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q155-Q160):

NEW QUESTION # 155

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process?

Choose 2 answers

- A. An auto-generated text version will be sent with your HTML email.
- B. A custom text version will be sent with your HTML email.
- C. The email will avoid detection by various SPAM filters.
- D. Open and click activity are tracked in either version.

Answer: A,D

Explanation:

When selecting "Send as Multipart MIME" during the email send process:

Activity Tracking: Both the HTML and text versions of the email allow for the tracking of opens and clicks, ensuring that engagement data is captured regardless of the version the recipient views.

Auto-generated Text Version: Alongside the HTML email, a text version is automatically generated and sent.

This ensures that recipients whose email clients do not support HTML can still receive and read the email content.

Reference: Salesforce Marketing Cloud Email Send Options

NEW QUESTION # 156

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should the customer use to create an audience for this campaign?

Choose 3 answers

- A. Last Purchase Date
- B. Proximity to Store
- C. Ages in Household
- D. Conversion Rate
- E. Lifetime Purchase Value

Answer: A,D,E

Explanation:

To effectively target high-value outdoor sports customers likely to respond to a deep product discount:

Lifetime Purchase Value: Identify customers who have demonstrated significant financial commitment to the brand over time.

Conversion Rate: Focus on customers with a higher likelihood of responding based on past conversion metrics.

Last Purchase Date: Include customers who have made recent purchases, indicating active engagement and potential interest in new offers.

Reference: Salesforce Marketing Cloud Audience Segmentation

NEW QUESTION # 157

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable String to links in emails.

Which functionality would allow this?

- A. Parameter Manager

- B. Personalization Builder
- C. Web and Mobile Analytics
- D. Advertising Studio

Answer: A

Explanation:

To append UTM tracking parameters to links in emails:

Use Parameter Manager: This functionality within Marketing Cloud allows for the addition of UTM parameters to links across emails systematically. It provides a centralized control over tracking parameters, making it easy to manage and apply consistent tracking across various campaigns.

Configuration: Set up the UTM parameters in the Parameter Manager and these will be automatically appended to all links in the emails sent.

Reference: Salesforce Marketing Cloud Parameter Manager

NEW QUESTION # 158

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 Allowlist**
- B. Advanced Audit Trail
- C. Field Level Encryption
- D. Single Sign on Authentication

Answer: A

Explanation:

To enhance security against unauthorized API access:

Enable IP Allowlisting: Restrict API access to pre-approved IP addresses. This security feature ensures that only requests coming from known and trusted IP addresses are allowed to access Marketing Cloud, significantly reducing the potential for malicious attacks.

Configuration: Configure the IP Allowlist settings in the Setup area of Marketing Cloud, specifying which IP addresses are permitted to make API calls.

Reference: Salesforce Marketing Cloud Security Features

NEW QUESTION # 159

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key.

Which import type could the admin use instead?

- A. Add Only
- B. Update Only
- C. Add and Update
- **D. Overwrite**

Answer: D

Explanation:

When using the Import Wizard to import data into a non-sendable data extension that encounters an error due to the primary key requirement, choosing the "Overwrite" import type is the correct solution. The "Overwrite" option allows the admin to completely replace the existing data in the data extension with the new data from the import file. This type of import does not require a primary key because it does not need to reference individual records for updates or additions; it simply replaces all records in the data extension. Other import types like "Add Only," "Add and Update," and "Update Only" require a primary key to differentiate between records, especially when updating or adding specific records without deleting existing data.

References:

Salesforce Marketing Cloud Documentation on "Data Management"

NEW QUESTION # 160

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