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Salesforce Certified Marketing Cloud Engagement Administrator Sample

Questions (Q96-Q101):

NEW QUESTION # 96

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

- A. The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.
- B. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- C. The consultant should enable deep linking in Marketing Cloud Connect configuration.
- D. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

Answer: B,C

Explanation:

To enable Sales Cloud users to create and send Marketing Cloud emails:

User Mapping: Ensure there is a one-to-one relationship between Sales Cloud and Marketing Cloud users to facilitate seamless functionality and data consistency.

Deep Linking: Enable deep linking in Marketing Cloud Connect. This allows Sales Cloud users to access Marketing Cloud features directly from within the Sales Cloud interface, enhancing user experience and efficiency.

Reference: Salesforce Marketing Cloud Connect

NEW QUESTION # 97

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. Mobile Connect
- D. Smart Capture

Answer: D

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 # 98

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts. Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

- A. Facebook ad manager
- B. Google URL Shortener
- C. Bitly URL Shortener
- D. Login detail for each social media account

Answer: A,D

Explanation:

Before configuring Social Studio for managing social media accounts, ensure these prerequisites are met:

Facebook Ad Manager: Access to Facebook Ad Manager is essential for managing and monitoring Facebook advertising campaigns directly from Social Studio.

Login Details: Have the necessary login credentials for each social media account that will be managed through Social Studio to ensure seamless integration and management across platforms.

Reference: Salesforce Social Studio Setup Documentation

NEW QUESTION # 99

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nto.com. The previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account?

2 answers

- A. The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors
- B. Cloudpages personalized URLs are served from cloud.email.nto.com
- C. Upon receiving an email, all tracked links start with click.email.nto.com
- D. Users receive Marketing Cloud password reset emails from help@email.nto.com

Answer: B,C

Explanation:

To verify if a Sender Authentication Package (SAP) has been set up, check:

Tracked Links Prefix: If all links in emails sent start with click.email.nto.com, it indicates that a SAP is configured for link rewriting to include the company's domain.

CloudPages URL: Personalized URLs for CloudPages that use the domain cloud.email.nto.com also suggest that SAP is set up, ensuring that all customer-facing URLs reflect the organization's branding.

Reference: Salesforce Marketing Cloud SAP Documentation

NEW QUESTION # 100

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

- A. Journey Builder
- B. Mobile Push
- C. Mobile Connect
- D. Contact Builder

Answer: A,B

Explanation:

Journey Builder and Mobile Push are two products that would allow them to send push notifications to customers with their mobile app. Journey Builder is a product that allows marketers to create and execute cross-channel customer journeys based on events, activities, and goals. Journey Builder can be used to send push notifications to mobile app users as part of a journey. Mobile Push is a product that allows marketers to create, manage, and deliver push notifications to mobile app users. Mobile Push can be used to send push notifications as standalone messages or as part of a journey.

NEW QUESTION # 101

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