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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q25-Q30):

NEW QUESTION # 25

Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several

week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.

What consideration could account for this behavior?

- A. Data retention settings were incorrect in the data extension.
- B. Contact Builder was not configured properly.
- **C. The email address in All Subscribers is prioritized.**
- D. The data extension was not configured as sendable.

Answer: C

Explanation:

The issue where a customer continues to receive emails despite unsubscribing and being deleted from the data extension likely arises because the email address in All Subscribers still exists and is active. In Marketing Cloud, the All Subscribers list acts as a master list overriding subscription statuses in individual data extensions. Thus, even if a customer is removed from a specific data extension, if their status in All Subscribers is not updated to 'Unsubscribed,' they will continue to receive communications.

Reference: Salesforce Help - All Subscribers List

NEW QUESTION # 26

Analyst of The Northern Trail Outfitters(NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

- * Number of Sends
- * Delivery Rate
- * Overall Bounce Rate
- * Block Bounce Rate
- * Open Rate
- * Click Rate
- * Complaint Rate
- * Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A. Email Performance Over Time Report
- **B. Email Send Report**
- C. Campaign Email Tracking Report
- D. Account Send Summary Report

Answer: B

Explanation:

For NTO's requirement to pull detailed email metrics for each campaign across different Business Units, the appropriate report to use is the Email Send Report. This report provides comprehensive details on metrics such as number of sends, delivery rate, various bounce rates, open rate, click rate, complaint rate, and unsubscribe rate for individual email sends, which aligns well with the specified reporting needs for the quarterly meeting.

Reference: Salesforce Help - Email Send Report

NEW QUESTION # 27

Which two statements are correct about Send Logging?

Choose 2 answers

- A. Send Log data extensions are archived automatically based on retention settings.
- B. A business unit can support up to three Send Logs.
- **C. SQL Query Activities can reference Send Logs in combination with system data views.**
- **D. AMP script can be used to pull data from Send Logs for use within emails.**

Answer: C,D

Explanation:

Regarding Send Logging in Marketing Cloud:

B). AMPscript can be used to pull data from Send Logs for use within emails: AMPscript can retrieve and display data stored in

Send Logs during email sends, allowing for dynamic content based on previous interactions.

C). SQL Query Activities can reference Send Logs in combination with system data views: SQL Query Activities enable more complex data retrieval and analysis, including combining Send Log data with other system data views for comprehensive reporting and segmentation.

These points underscore the functionality and utility of Send Logs in enabling dynamic content and deeper data analysis within Marketing Cloud.

Reference: Salesforce Help - Send Logging

NEW QUESTION # 28

Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible. Which Marketing Cloud product should NTO purchase as a solution?

- A. Content Syndication
- **B. Distributed Sending**
- C. Analytics Builder
- D. Email Reconnects

Answer: B

Explanation:

For Northern Trail Outfitters (NTO) to send monthly statements to franchisees under a policy that requires the content not to be publicly accessible, the appropriate solution is Distributed Sending. This product allows corporate to control and manage email content centrally while enabling local franchises to send these emails directly to their respective recipients. This ensures that statements remain private and are only accessible to the intended recipients.

Reference: Salesforce Help - Distributed Sending

NEW QUESTION # 29

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

Answer: A,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 # 30

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