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### NEW QUESTION 27

Universal Containers (UC) is both a Salesforce and Google Apps customer. The UC IT team would like to manage the users for both systems in a single place to reduce administrative burden. Which two optimal ways can the IT team provision users and allow Single Sign-on between Salesforce and Google Apps ? Choose 2 answers

- A. Build a custom app running on Heroku as the Identity Provider that can sync user information between Salesforce and Google Apps.
- B. Use a third-party product as the Identity Provider for both Salesforce and Google Apps and manage the provisioning from there.
- C. Use Identity Connect as the Identity Provider for both Salesforce and Google Apps and manage the provisioning from there.
- D. Use Salesforce as the Identity Provider and Google Apps as a Service Provider and configure User Provisioning for Connected Apps.

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## **Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q31-Q36):**

### **NEW QUESTION # 31**

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- A. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. **File Drop Automation: Import File Activity > SQL Query Activity1 > SQL Query Activity 2**
- C. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1
- D. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

### **Answer: B**

Explanation:

For handling a daily file drop that requires immediate processing:

File Drop Automation: Use File Drop Automation triggered by the presence of a new file on the SFTP. This automatically starts the import and subsequent data handling processes.

Workflow Details: Start with an Import File Activity to load data into the staging data extension, followed by SQL Query Activity 1 to segment the data into one target data extension and SQL Query Activity 2 for the other.

Reference: Salesforce Marketing Cloud Automation Studio

### **NEW QUESTION # 32**

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries.

Which feature would allow this functionality?

- A. CloudPages
- B. **Synchronized Data Sources**
- C. Query Studio
- D. Journey Builder

### **Answer: B**

Explanation:

Synchronized Data Sources is the feature that would allow this functionality. Synchronized Data Sources are data sources that allow marketers to import and synchronize data from Salesforce CRM objects into Marketing Cloud data extensions. Synchronized Data Sources can be configured with different settings, such as sync frequency, field mapping, and filter criteria. Synchronized Data Sources enable marketers to use Sales Cloud data in their queries and other Marketing Cloud activities.

### **NEW QUESTION # 33**

The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message?

Choose 3 answers

- A. Words or phrases used may trigger spam filters.
- B. **Personalization strings map to attributes or data extension fields**
- C. **Each content area specified in a dynamic content rule exists.**
- D. Grammar and spelling in the email text is correct.
- E. **Correct syntax is used on any AMPScript in the email's code.**

### **Answer: B,C,E**

Explanation:

In Salesforce Marketing Cloud, the Validate functionality in Email Studio is designed to check specific technical elements of an email to ensure it is correctly configured before sending. The Validate function will check the following items:

A). Each content area specified in a dynamic content rule exists. This check ensures that all content areas referred to by dynamic rules are correctly linked and available, preventing errors when the dynamic content is supposed to display based on subscriber attributes or behaviors.

D). Correct syntax is used on any AMPScript in the email's code. Validate function checks for syntax errors in AMPScript code within the email. This is crucial as it prevents runtime errors that could occur when the email is processed, ensuring that all scripting functions as intended to provide personalization and dynamic content.

E). Personalization strings map to attributes or data extension fields. This ensures that all personalization strings used in the email correctly correspond to attributes or fields in the data source, thereby guaranteeing that personalization and dynamic content display correctly.

These checks are fundamental for ensuring the technical accuracy of the email content, scripting, and personalization, aiding in delivering a high-quality and effective email campaign.

References:

[Salesforce Marketing Cloud Email Studio Documentation](#)

#### **NEW QUESTION # 34**

Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

- A. Create and apply folders with naming conventions in the current account to keep track of brand assets.
- B. Create one child business unit for the other brands to share but apply folders and naming conventions.
- **C. Create child business units for each brand and nest another level of child business units for GEOs.**
- D. Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.

**Answer: C**

Explanation:

Organizing business units in Salesforce Marketing Cloud for a company with multiple brands and global presence involves creating a structure that allows for brand and regional specific strategies while maintaining centralized control at the enterprise level.

Create child business units for each brand: This setup allows each brand under the Northern Trail Outfitters umbrella to manage its marketing autonomously while leveraging shared resources and aligning with overarching business strategies.

Nest child business units for GEOs under each brand: This further categorization allows for localized marketing strategies tailored to geographical nuances, enhancing target marketing efforts and regional compliance.

Reference: <https://help.salesforce.com/>

#### **NEW QUESTION # 35**

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Unique Contact email address
- B. Primary key
- **C. Unique Contact Identifier**
- D. Subscriber ID

**Answer: C**

Explanation:

In Salesforce Marketing Cloud, linking new data extensions in Data Designer to existing contact records requires using a "Unique Contact Identifier." This identifier ensures that each record in the data extension can be uniquely associated with a corresponding record in the contact database, thereby enabling accurate targeting, segmentation, and personalization. It is vital that this identifier is consistently used across data extensions to maintain data integrity and proper linkages.

Reference: <https://help.salesforce.com/>

#### **NEW QUESTION # 36**

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