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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q117-Q122):

NEW QUESTION # 117

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers. They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up can be bypassed, given their historical lack of deliverability issues.
- B. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- C. IP ramp -up is important to establish a positive sender reputation.
- D. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.

Answer: C,D

Explanation:

For a large retail company migrating to Marketing Cloud, proper IP warming is critical:

A). IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers: It's essential to gradually increase the volume of emails sent from a new IP address to build a positive reputation with Internet Service Providers (ISPs).

D). IP ramp-up is important to establish a positive sender reputation: Establishing a positive sender reputation with ISPs during the IP warming process helps ensure high deliverability and avoids being flagged as spam.

These responses highlight the necessity and methodology of IP warming when transitioning to a new email platform to maintain deliverability standards.

Reference: Salesforce Help - IP Warming

NEW QUESTION # 118

Which three considerations should be made when setting up Distributed Marketing?

Choose 3 answers

- A. Messages can be sent to Contacts, Leads, and Person Accounts.
- B. The DM administrator Profile is required to access Distributed Marketing.
- C. Business users can select any email at the time of sending.
- D. Default options can be set up for the greeting in the email.
- E. A journey can be connected to one or more Campaigns.

Answer: A,D,E

Explanation:

When setting up Distributed Marketing, several considerations are essential:

B). Default options can be set up for the greeting in the email: This allows customization of the greeting line within the email templates, providing a personalized touch for recipients.

C). A journey can be connected to one or more campaigns: This functionality supports the integration of Distributed Marketing journeys with multiple campaigns, enhancing targeting and segmentation capabilities.

E). Messages can be sent to Contacts, Leads, and Person Accounts: Distributed Marketing allows sending messages to a diverse range of recipient types, which expands the flexibility and reach of marketing efforts.

Reference: Salesforce Help - Distributed Marketing Setup

NEW QUESTION # 119

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- * Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
- * Contact records will be augmented by relational data tables via Contact Builder.
- * The customer data file will contain 5M records with 40+ attributes.
- * One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- * A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- A. Data extensions allow for add/update Import activity.
- B. Data extensions can store HTML code as an attribute.
- C. Data extensions are necessary for Contact Builder
- D. Data extensions support Customer ID to be used as Subscriber Key.

Answer: A

Explanation:

The advantages of using data extensions over lists in Marketing Cloud, especially given the complex data needs outlined:

Add/Update Capability: Data extensions support add/update import activities, allowing for the nightly refresh of the customer data from the data warehouse without duplicating records.

Handling Large Data Volumes: Data extensions are more suitable for managing large volumes of data with numerous attributes, such as the scenario described with 5 million records and 40+ attributes.

Reference: Salesforce Marketing Cloud Data Extensions

NEW QUESTION # 120

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take in order to create Send Classifications?

Choose 2 answers

- **A. Define a Sender Profile.**
- B. Define a Subscriber -specific From Name.
- C. Define custom Reply Mail Management.
- **D. Define a Delivery Profile.**

Answer: A,D

Explanation:

To differentiate between marketing and transactional emails effectively:

Sender Profile: Define separate sender profiles for marketing and transactional emails. This includes different From Names and possibly different From Email addresses to help recipients distinguish between different types of emails.

Delivery Profile: Set up different delivery profiles for marketing and transactional emails. These can specify different IP addresses, helping to segment and manage sender reputation for different types of email communications.

Reference: Salesforce Marketing Cloud Send Classifications

NEW QUESTION # 121

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer In which two ways should the admin configure Data Designer to allow this data to be used within a journey?

Choose 2 answers

- **A. Link the Customers data extension to the data model using Customer ID**
- B. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- C. Link the Customers data extension to the data model using Email Address
- **D. Link the Orders data extension to the Customers data extension using a One-to-Many relationship**

Answer: A,D

Explanation:

To configure the data model in Marketing Cloud for effective use in Journey Builder:

Customer ID Linkage: Connect the Customers data extension to the data model using the Customer ID. This serves as a unique identifier to relate customer records across different data extensions.

One-to-Many Relationship: Establish a One-to-Many relationship between the Orders data extension and the Customers data extension. This setup accurately reflects that each customer can have multiple orders but each order is linked to only one customer, facilitating targeted messaging based on order status.

Reference: Salesforce Marketing Cloud Data Designer Documentation

NEW QUESTION # 122

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- [illegible]

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