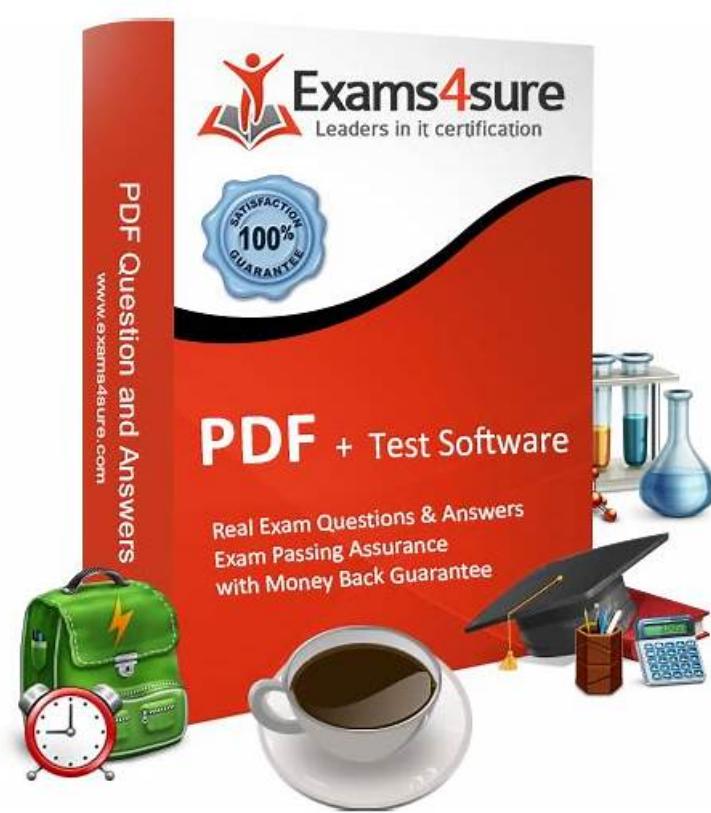


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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q123-Q128):

### NEW QUESTION # 123

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online

purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- A. Reference Content Block
- B. Cloud Page forms Content Block
- **C. Email Form Content Block**
- D. Dynamic Content Block

**Answer: C**

Explanation:

To solicit website feedback directly within an email without navigating away from the email, the feature to use is B. Email Form Content Block. This block allows subscribers to submit feedback directly within the email, enhancing user experience and increasing the likelihood of feedback submission since the subscriber does not need to leave their email environment.

Reference: Salesforce Help - Email Form Content Block

#### **NEW QUESTION # 124**

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A. A new sender profile is needed for sending transactional emails.
- B. Multiple FTP users must be accommodated.
- **C. Brand-specific private domains are required for images and links.**

**Answer: C**

#### **NEW QUESTION # 125**

Northern Trail Outfitters wants to segment audiences based on SalesCloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Cloud.

- A. Setup > Apps > Salesforce Integration
- B. Contact Builder > Data Sources
- **C. Setup > Data Management > Synchronized Data Extensions**
- D. Contact Builder > Data Extensions > Synchronized Data Extensions

**Answer: C**

Explanation:

To configure Sales Cloud objects to be synced and leveraged in Marketing Cloud, the Marketing Cloud admin should navigate to "Setup > Data Management > Synchronized Data Extensions" in Marketing Cloud. This path allows the admin to set up and manage the synchronization of specific Sales Cloud data objects and fields into Marketing Cloud, enabling the creation of segmented audiences based on this data.

Reference: Salesforce Help - Synchronized Data Extensions

#### **NEW QUESTION # 126**

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

Which feature would allow this functionality?

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

**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 # 127**

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. Smart Capture**
- D. Mobile Connect

**Answer: C**

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 # 128**

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