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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q143-Q148):

NEW QUESTION # 143

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.

Which network(s) support lookalike audiences directly from Advertising Studio?

- A. Twitter
- B. Facebook
- C. Google and Facebook
- D. Facebook and Twitter

Answer: B

Explanation:

Advertising Studio supports lookalike audiences directly from Facebook only. For other networks, such as Google and Twitter, Advertising Studio can create audience segments based on Marketing Cloud data and export them to the network's platform, where the lookalike audience can be created manually.

NEW QUESTION # 144

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

- A. The email will avoid detection by various SPAM filters.
- B. Open and click activity are tracked in either version.
- C. A custom text version will be sent with your HTML email.
- D. An auto-generated text version will be sent with your HTML email.

Answer: B,D

Explanation:

When selecting "Send as Multipart MIME" during the email send process:

Activity Tracking: Both the HTML and text versions of the email allow for the tracking of opens and clicks, ensuring that engagement data is captured regardless of the version the recipient views.

Auto-generated Text Version: Alongside the HTML email, a text version is automatically generated and sent.

This ensures that recipients whose email clients do not support HTML can still receive and read the email content.

Reference: Salesforce Marketing Cloud Email Send Options

NEW QUESTION #145

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Channel Manager
- B. Marketing Cloud Administrator
- C. Marketing Cloud Regional or Local Administrator
- D. Marketing Cloud Email Marketing Manager

Answer: B,C

Explanation:

To manage the operations of all North American Business Units in Marketing Cloud, including Email Studio, Mobile Connect, and Social Studio, the two roles suitable for the new hire are:

- C). Marketing Cloud Regional or Local Administrator: This role provides administrative capabilities specific to regional operations, suitable for managing multiple business units within a geographic area.
- D). Marketing Cloud Administrator: This standard role provides full administrative rights across the entire Marketing Cloud environment, ideal for overseeing operations across various channels and business units.

These roles ensure the new hire has the necessary permissions to effectively manage and oversee the various platforms and business units within North America.

Reference: Salesforce Help - User Roles

NEW QUESTION # 146

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account. Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. IP Allowlist
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Answer: A

Explanation:

To enhance security against unauthorized API access:

Enable IP Allowlisting: Restrict API access to pre-approved IP addresses. This security feature ensures that only requests coming from known and trusted IP addresses are allowed to access Marketing Cloud, significantly reducing the potential for malicious attacks.

Configuration: Configure the IP Allowlist settings in the Setup area of Marketing Cloud, specifying which IP addresses are permitted to make API calls.

Reference: Salesforce Marketing Cloud Security Features

NEW QUESTION #147

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication.

What would be achieved with SAP?

- A. A different click domain can be used for each brand
- B. A Dedicated IP is automatically warmed up
- C. Image URLS are wrapped with the appropriate brand URL
- D. The out-of-the-box profile center will display NTO branding

Answer: C

Explanation:

The Sender Authentication Package (SAP) allows the image URLs to be wrapped with the appropriate brand URL, which enhances the branding and deliverability of the emails. The SAP does not affect the profile center branding, the click domain, or the IP warming.

NEW QUESTION #148

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However, a network may have four or more physical tiers of switches MCE-Admn-201 because the scale, wiring plant, or physical geography of the network might require that the core be extended.

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