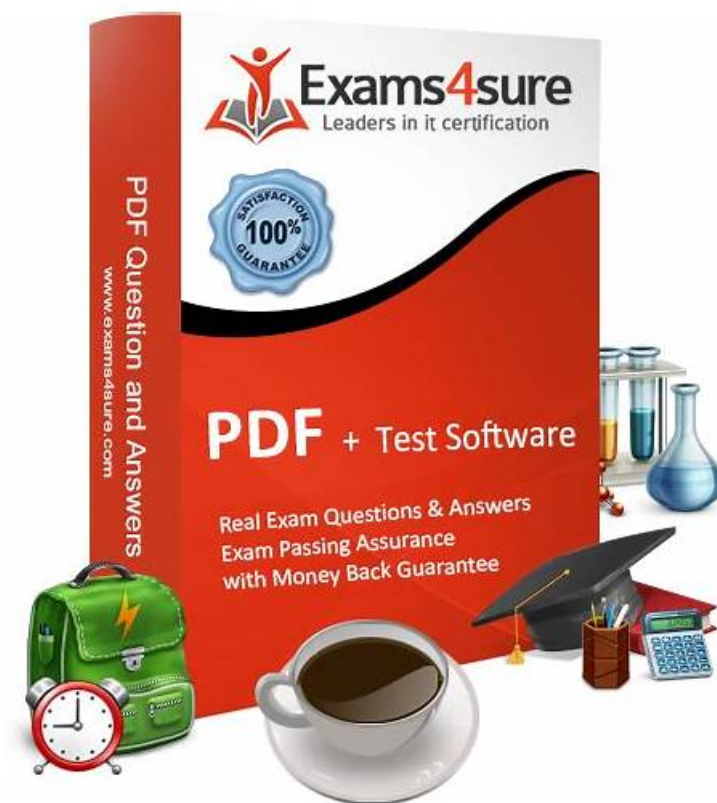


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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q65-Q70):

### NEW QUESTION # 65

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer alter an online purchase is made.

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

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

**Answer: B**

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 # 66

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. Google and Facebook
- **C. Facebook**
- D. Facebook and Twitter

**Answer: C**

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 # 67

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nto.com. the previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account?

2 answers

- **A. Upon receiving an email, all tracked links start with click.email.nto.com**
- **B. Cloudpages personalized URLs are served from cloud.email.nto.com**
- C. Users receive Marketing Cloud password reset emails from help@email.nto.com
- D. The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors

**Answer: A,B**

Explanation:

To verify if a Sender Authentication Package (SAP) has been set up, check:

Tracked Links Prefix: If all links in emails sent start with click.email.nto.com, it indicates that a SAP is configured for link rewriting to include the company's domain.

CloudPages URL: Personalized URLs for CloudPages that use the domain cloud.email.nto.com also suggest that SAP is set up, ensuring that all customer-facing URLs reflect the organization's branding.

Reference: Salesforce Marketing Cloud SAP Documentation

#### NEW QUESTION # 68

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account?

Choose 2 answers

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

**Answer: C,D**

Explanation:

Following a Contact Delete request, certain data types remain within the account:

B). Contact data in non-sendable data extensions: This data does not directly link to an individual's subscriber key or contact ID, allowing it to persist in the system for reporting and analytical purposes without targeting specific individuals.

C). General tracking data at the job level: This includes aggregated data on email opens, clicks, and other engagement metrics collected at the campaign level, not tied to individual contact identities, thus remaining in the system post-deletion.

Reference: Salesforce Help - Contact Deletion

### NEW QUESTION # 69

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.

What should the admin confirm to resolve the issue?

- A. The data extension is marked as Sendable
- B. The Data extension is marked as Sendable and Testable
- C. The data extension is linked using the Contact Key
- D. The data extension contains a Salesforce ID

**Answer: A**

Explanation:

To resolve the issue of a data extension not appearing for email sends, confirm:

Sendable Status: Ensure the data extension is marked as Sendable. This setting links the data extension to a subscriber attribute, allowing it to be used for email sends.

Configuration Check: Verify the send relationship within the data extension properties, ensuring it correctly relates to the subscriber key or another unique identifier used for email campaigns.

Reference: Salesforce Marketing Cloud Data Extension Setup

### NEW QUESTION # 70

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