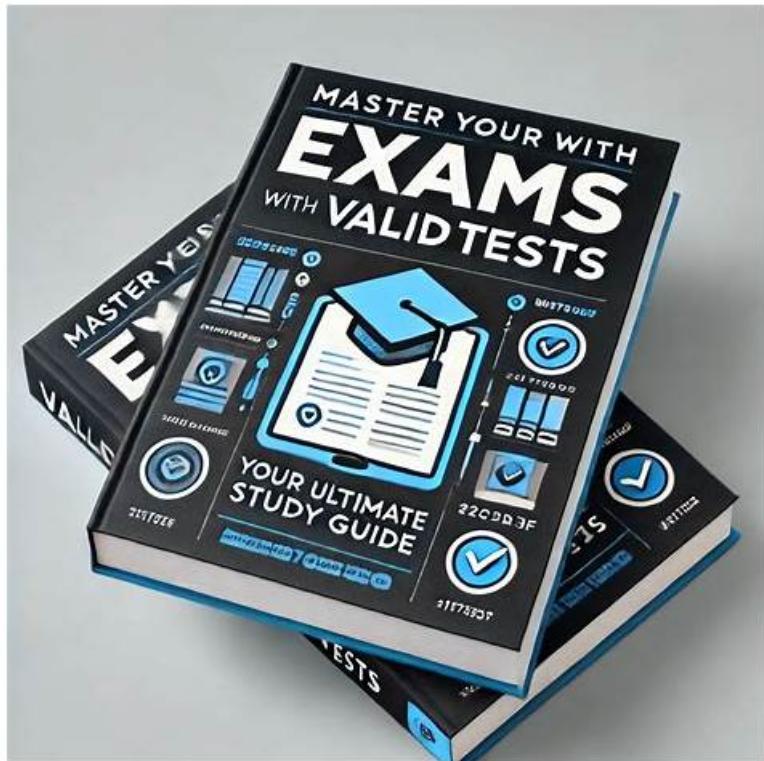


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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q123-Q128):

### NEW QUESTION # 123

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute. How would the admin ensure a notification is received when the query fails?

- A. Add their Email Address in the Query Activity Notifications Field
- B. Configure the "Event Notification Service" in Setup with their Email Address
- C. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings" (highlighted in red)
- D. Install the Marketing Cloud App on phone to receive Push Messages

**Answer: C**

Explanation:

To ensure a notification is received when a scheduled query fails, the Marketing Cloud admin should add their email address in the automation settings under "Runtime Error or Skipped Run Notification Settings." This setup in the automation configuration will alert the admin via email if there is a failure in the query's execution, enabling timely identification and resolution of issues.

Reference: Salesforce Help - Automation Studio

### NEW QUESTION # 124

A Marketing Cloud admin wants to create an SFTP User for the first time.

Which two considerations should be taken when configuring an SFTP User? Choose 2 answers

- A. By default, the password will be the password of the logged-in user.
- B. Once created, the user will need to be activated in order to use the SFTP. (highlighted in red)
- C. Minimum password length is 12 characters. (highlighted in red)
- D. By default, the username is the MID for the current Marketing Cloud MID.

**Answer: B,C**

Explanation:

When configuring an SFTP user in Marketing Cloud, the following considerations should be taken into account:

B). Minimum password length is 12 characters: Ensuring password security, Marketing Cloud requires SFTP passwords to have a minimum length of 12 characters.

D). Once created, the user will need to be activated in order to use the SFTP: After the SFTP user account is created, it must be activated by the admin before it can be used for file transfers.

Reference: Salesforce Help - Manage SFTP Users

### NEW QUESTION # 125

Setup Assistant provides information and resources for configuring a new Marketing Cloud account.

Which two topics does Setup Assistant cover?

Choose 2 answers

- A. Enabling Mobile Connect (highlighted in red)
- B. Managing the Enhanced SFTP
- C. Configuring Journey Builder (highlighted in red)
- D. Setting up the Data Structure

**Answer: A,C**

Explanation:

Setup Assistant in Marketing Cloud provides a guided setup for configuring new accounts and covers various topics to streamline the process, including:

A). Enabling Mobile Connect: This section guides admins through setting up Mobile Connect, which allows them to send SMS and MMS messages to mobile devices.

C). Configuring Journey Builder: This part of the Setup Assistant helps set up Journey Builder, guiding users on how to create and manage customer journeys effectively.

Reference: Salesforce Help - Setup Assistant

### NEW QUESTION # 126

A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is performing. Which report should be used?

- A. Sends Account Send Summary
- B. Email Performance by Attribute
- **C. Impression Tracking for Triggered Sends**
- D. Dynamic Content for Triggered Sends

**Answer: C**

Explanation:

To understand how a specific content area within a Triggered Send Email is performing, the admin should use C). Impression Tracking for Triggered Sends. Impression Tracking allows the admin to track how often a particular content area or piece of dynamic content is viewed within emails, giving insights into the performance of content within Triggered Sends.

Reference: Salesforce Help - Impression Tracking

#### **NEW QUESTION # 127**

A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

- A. One -to -One Relationship
- B. Many -to -Many Relationship
- C. Many -to -One Relationship
- **D. One -to -Many Relationship**

**Answer: D**

Explanation:

For linking demographic information to a contact model in Contact Builder:

A). One-to-Many Relationship: This type of relationship is appropriate when a single contact can have multiple demographic records. It helps to manage and utilize demographic data effectively within personalized marketing campaigns. This relationship type supports efficient data management and targeting by allowing multiple demographic attributes for a single contact within the marketing database.

Reference: Salesforce Help - Data Relationships in Contact Builder

#### **NEW QUESTION # 128**

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