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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q42-Q47):

NEW QUESTION # 42

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted. Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Data Extract Activity
- B. Decryption Activity
- C. **File Transfer Activity**
- D. Import Activity

Answer: C

Explanation:

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

NEW QUESTION # 43

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory. How should this setup be achieved?

- A. Each business unit should have multiple SFTP users
- B. All child business units should have an individual SFTP user
- **C. Copy the parent SFTP user into each child business unit**
- D. Child business unit SFTP user should be created

Answer: C

Explanation:

To configure multiple business units in Marketing Cloud to use the same SFTP directory, the most efficient method is to copy the parent SFTP user credentials into each child business unit. This approach ensures all business units access the same SFTP directory for file transfers, maintaining consistency and simplifying management of file access across the business units. This setup avoids the complexity and maintenance of separate SFTP users for each business unit, streamlining operations.

Reference: Salesforce Help - SFTP Setup with Business Units

NEW QUESTION # 44

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

Answer: A,B

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 # 45

A Marketing Cloud admin has been asked to update their Marketing cloud SFTP password.

Where in setup could they accomplish this task?

- A. Company Settings
- B. Security
- **C. Data management**
- D. Feature Settings

Answer: C

NEW QUESTION # 46

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts. Which two considerations would help NTO determine if a Dedicated IP is the right choice?

Choose2 answers

- A. Length of time needed to pause sending is greater than one month
- B. Pre-warmed IP address can be purchased from Salesforce
- C. All of NTO's accounts should be on the same stack
- D. Send volume is large enough to maintain a positive or neutral reputation

Answer: C,D

Explanation:

When considering a Dedicated IP for global marketing efforts, Northern Trail Outfitters should consider:

Stack alignment: Ensure all accounts are on the same stack to facilitate shared use of the Dedicated IP across different geographical locations.

Send volume: A dedicated IP is beneficial if the send volume is significant enough to maintain and build a positive sender reputation. Regular, consistent high-volume sending is crucial for IP warming and reputation.

Reference: Salesforce Marketing Cloud Sender Authentication Package Documentation

NEW QUESTION # 47

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