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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q16-Q21):

### NEW QUESTION # 16

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Remove nonessential data for marketing purposes.
- B. Normalize data and fields to prevent redundancy.
- C. Identify and assign appropriate keys to tie records together.
- D. Ensure every data source has a sendable field.
- E. Ensure all available data is included.

**Answer: A,B,C**

Explanation:

As the Marketing Cloud admin plans to expand the data model to include SMS and Push channels, it's important to prepare the data model for high data quality:

- A). Remove nonessential data for marketing purposes: This helps streamline data management and ensures the data model is not cluttered with irrelevant information, making it easier to manage and use.
- B). Identify and assign appropriate keys to tie records together: Proper key management ensures that different data sources can be linked effectively, facilitating a unified view across different marketing channels.
- C). Normalize data and fields to prevent redundancy: Normalization reduces data redundancy and inconsistency, which is essential for maintaining data integrity and efficiency in a multi-channel environment.

Reference: Salesforce Help - Data Management Best Practices

### NEW QUESTION # 17

Analyst of The Northern Trail Outfitters(NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

- \* Number of Sends
- \* Delivery Rate
- \* Overall Bounce Rate
- \* Block Bounce Rate
- \*Open Rate
- \* Click Rate
- \* Complaint Rate
- \* Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A. Campaign Email Tracking Report
- B. Email Send Report
- C. Account Send Summary Report
- D. Email Performance Over Time Report

**Answer: B**

Explanation:

For NTO's requirement to pull detailed email metrics for each campaign across different Business Units, the appropriate report to use is the Email Send Report. This report provides comprehensive details on metrics such as number of sends, delivery rate, various bounce rates, open rate, click rate, complaint rate, and unsubscribe rate for individual email sends, which aligns well with the specified reporting needs for the quarterly meeting.

Reference: Salesforce Help - Email Send Report

### NEW QUESTION # 18

Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and they need to monitor their deliverability across major ISPs.

Which bounce type would be indicative of the ISPs view of NTO's sending reputation?

- A. Technical
- B. Soft
- C. Hard

- D. Block

**Answer: D**

Explanation:

A block bounce is a type of bounce that occurs when an ISP rejects an email because of the sender's reputation or content. This indicates that the ISP views the sender as a potential spammer or has received complaints from other recipients.

**NEW QUESTION # 19**

A Marketing Cloud Administrator noticed a File Drop Automation has been failing on the Import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer import\_. The import is configured to look for a file named Customer import %%Year%%/% Month%%/% Day%%.csv, however, the admin notices the filenames include seconds and milliseconds what should the admin do to fix the issue?

- A. Make sure the team has a date stamp to avoid duplication
- B. Make sure the files are placed in the correct subfolder within the SFTP
- C. Use the exact file name used for the trigger in the Import File Activity
- D. use %%FILENAME\_FROM\_TRIGGER%% in the Import File Activity

**Answer: D**

Explanation:

The error in the File Drop Automation is due to the filename pattern not matching exactly because of additional seconds and milliseconds in the filename. To resolve this issue:

Modify the Import File activity to use the %%FILENAME\_FROM\_TRIGGER%% personalization string.

This ensures that the Import File activity dynamically accepts the filename exactly as it is uploaded to the SFTP location.

Update the filename pattern in the automation setup to avoid hardcoding the date format and instead rely on the filename that triggered the automation.

By using %%FILENAME\_FROM\_TRIGGER%%, the automation becomes flexible and will correctly handle any file name that matches the initial pattern triggering the automation, regardless of additional timestamp details.

Reference: Salesforce Marketing Cloud Documentation on Automation Studio and File Drop Triggers

**NEW QUESTION # 20**

Northern Trail Outfitters (NTO) only has enough licenses for their staff. A campaign manager is out on parental leave. How should NTO create a new user to fill in?

- A. Delete the campaign manager's user and create a new user
- B. Disable the campaign manager's user and create a new user
- C. Deactivate the campaign manager's license and assign it to the new user
- D. Transfer the campaign manager's permissions to a new user

**Answer: C**

Explanation:

To efficiently manage limited licenses and ensure continuity in campaign management while the campaign manager is on parental leave:

Deactivate the Existing User: Temporarily deactivate the campaign manager's user account. This action frees up a license without deleting the user's historical data or settings.

Reassign the License: Assign the freed-up license to a new user who will temporarily fill the campaign manager's role. This approach maintains operational efficiency and compliance with license limitations.

Reference: Salesforce Marketing Cloud User Management Documentation

**NEW QUESTION # 21**

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