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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q59-Q64):

NEW QUESTION # 59
Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

- A. Collect Tracking code
- B. Conversion Tracking
- C. Web & Mobile Analytics
- D. Google Analytics 360

Answer: A

Explanation:
The Collect Tracking code is a JavaScript code that is added to a website to capture and send user behavior data to Marketing Cloud. This data is stored in data extensions and can be used for Einstein Recommendations1

NEW QUESTION # 60
Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.
Where should the Marketing Cloud admin begin troubleshooting?

- A. Contact Builder > Synchronized Data Extensions
- B. Contact Builder > Data Sources
- C. Email Studio > Synchronized Data Extensions
- D. Automation Studio > File Transfers

Answer: A

Explanation:
To troubleshoot issues with outdated data from Sales Cloud in Marketing Cloud, the admin should:
Check Synchronized Data Extensions: Navigate to Contact Builder and review the Synchronized Data Extensions. This area shows the synchronization status and configuration between Sales Cloud and Marketing Cloud.
Data Refresh Rate: Verify how frequently the data is synchronized and ensure that the synchronization schedule meets the operational requirements, adjusting as necessary to ensure data is up to date.
Reference: Salesforce Marketing Cloud Synchronization Documentation

NEW QUESTION # 61
A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.
When should the admin create separate business units for each of NTO's brands?

- A. Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns
- B. A new sender profile needs to be leveraged for sending transactional emails
- C. NTO requires SSL certificate configurations for Content Builder and Portfolio images
- D. Multiple brand logos must be accommodated in an email header

Answer: A

Explanation:
Creating separate business units for each brand is necessary when:
Brand-specific Domains: Separate business units allow for the configuration of brand-specific private domains, which are crucial for maintaining brand identity and trust in email campaigns by customizing link and image paths.
Use Case: If different brands under NTO need to leverage their unique domains for sending emails and hosting content, setting up distinct business units allows each brand to manage its sender profiles, content, and subscriber interactions independently.
Reference: Salesforce Marketing Cloud Business Units

NEW QUESTION # 62
Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud.
What should the Marketing Cloud admin consider when sending from the new IP Address?

- A. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.
- B. Building desirable sending history and data will be variable based on list size and engagement.
- C. Sending in large volumes will alert ISPs the new IP Address is now in use.
- D. The IP address is on reserve, is already in use, and has an email sending history.

Answer: B

Explanation:
When transitioning to a new IP address in Marketing Cloud, consider:
IP Warming: Gradually increase the volume of emails sent from the new IP address to build a good sender reputation with Internet Service Providers (ISPs). This involves carefully managing the list size and subscriber engagement to optimize deliverability.
Monitor Engagement: Monitor how subscribers interact with emails sent from the new IP. Engagement rates influence how ISPs perceive the quality of the sender.
Reference: Salesforce Marketing Cloud IP Warming Best Practices

NEW QUESTION # 63

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.

Which two terms would they add to their website to accomplish this?

Choose 2 answers

- A. Email Conversion Code
- B. Collect Code
- C. Recommendation Code
- D. Conversion/Cart Code

Answer: B,C

Explanation:

To implement item recommendations during the checkout process using Einstein, Northern Trail Outfitters should:
Implement the Collect Code on their website. This JavaScript snippet collects customer behavioral data, which is essential for powering personalized recommendations.
Add the Recommendation Code to the checkout page. This code snippet is responsible for displaying the personalized recommendations generated by Einstein based on the collected data.
Reference: Salesforce Marketing Cloud Einstein Recommendations Implementation Guide

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NEW QUESTION # 64

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