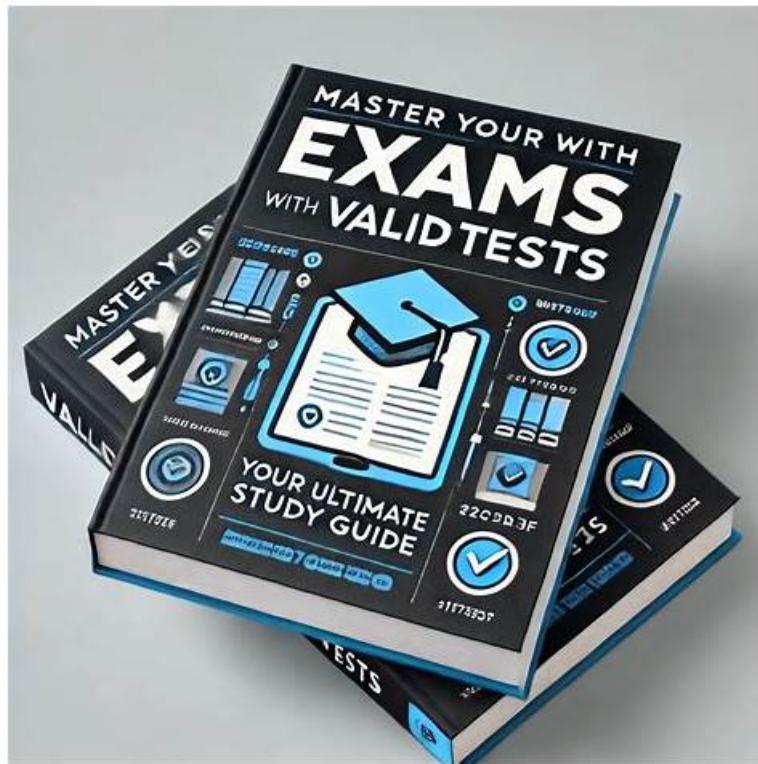


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q19-Q24):

NEW QUESTION # 19

Northern Trail Outfitters has the Discover Reporting Tool.

Which two report types could help them drive mobile adoption strategy?

Choose 2 answers

- A. Deliverability Complaint Rate
- B. Time Between Send and Engagement
- C. Email Performance by Device
- D. Email Sending Performance Report

Answer: B,C

Explanation:

The Time Between Send and Engagement report shows how long it takes for subscribers to open or click an email after it is sent, which can help optimize the send time for mobile users. The Email Performance by Device report shows how subscribers interact with emails on different devices, such as desktops, tablets, or phones, which can help design responsive emails for mobile users.

NEW QUESTION # 20

Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit.

How should they accomplish this?

- A. Apply a permission set to the business unit
- B. Assign a role to the business unit
- C. Disable the permissions directly within the business unit
- D. Set default permissions with the restrictions on the business unit

Answer: B

Explanation:

Assigning a role to the business unit allows the admin to apply specific permission restrictions to all users in that business unit. The role defines what users can access and do within Marketing Cloud. The other options are not valid ways to accomplish this requirement.

NEW QUESTION # 21

Northern Trail Outfitters just purchased Marketing Cloud.

Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant?

Choose 3 answers

- A. Importing data into contacts using the Data Loader
- B. Creating users and assigning roles which meet their job functions
- C. Building the data structure used to store audience information
- D. Creating a SMS message and sending a mobile campaign
- E. Classifying sends and defining parameters for email sends

Answer: A,B,C

Explanation:

In the Setup Assistant for a new Salesforce Marketing Cloud instance, the admin is guided through several critical tasks to establish the operational environment:

Creating users and assigning roles: Setup Assistant helps define user roles and permissions tailored to specific job functions, ensuring proper access control and workflow management.

Building the data structure: This task involves creating data extensions and attribute groups to effectively organize and manage customer data.

Importing data into contacts: Utilizing tools like Data Loader, the admin can import existing customer data into Marketing Cloud, setting the foundation for targeted marketing activities.

Reference: Salesforce Marketing Cloud Setup Assistant

NEW QUESTION # 22

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?

- A. Parameter Manager
- B. Marketing Cloud Connect
- C. Google Analytics 360
- D. AMPscript for Marketing Cloud

Answer: A

Explanation:

To automatically add tracking parameters to links in emails:

Parameter Manager: Utilize the Parameter Manager in Marketing Cloud to configure and automatically append a set of predefined tracking parameters to all links within emails. This tool streamlines the process and ensures consistency across all sent emails.

Efficiency and Consistency: By using Parameter Manager, admins can ensure that all emails sent via Email Studio include the necessary tracking parameters without the need for manual entry or customization for each email.

Reference: Salesforce Marketing Cloud Parameter Manager

NEW QUESTION # 23

Northern Trail Outfitters (NTO) keeps their subscribers in sync with their external database via the import of a CSV file which is dropped to the of Marketing Cloud SFTP each day. However, NTO has realized the number of subscribers being sent emails is considerably lower than the number they were expecting based on records in their database.

Which feature would allow NTO to monitor whether all records were added to the target data structure each day?

- A. External Key within the Import File Activity
- B. Run Completion within the File Drop Automation
- C. Runtime Error within the File Drop Automation
- D. Notation Settings within the Import File Activity

Answer: B

Explanation:

To monitor whether all records are being added to the target data structure each day in a scenario like that of Northern Trail Outfitters (NTO), the feature "Run Completion" within the File Drop Automation is most relevant. This feature allows the admin to check the status and results of the file drop automation, which includes verifying if the automation successfully completed and how many records were processed and added to the data extension. Using this feature, NTO can monitor daily imports and identify any discrepancies in the number of records processed, which could explain why fewer subscribers than expected are being sent emails.

References:

Salesforce Marketing Cloud Documentation on "Automation Studio" and "File Drop Triggers"

NEW QUESTION # 24

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