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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q121-Q126):

NEW QUESTION # 121

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

- A. Contact Builder
- **B. Mobile Push**
- C. Mobile Connect
- **D. Journey Builder**

Answer: B,D

Explanation:

Journey Builder and Mobile Push are two products that would allow them to send push notifications to customers with their mobile app. Journey Builder is a product that allows marketers to create and execute cross-channel customer journeys based on events, activities, and goals. Journey Builder can be used to send push notifications to mobile app users as part of a journey. Mobile Push is a product that allows marketers to create, manage, and deliver push notifications to mobile app users. Mobile Push can be used to send push notifications as standalone messages or as part of a journey

NEW QUESTION # 122

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 # 123

Northern Trail Outfitters has the Discover Reporting Tool. Which two report types could help them drive mobile adoption strategy? Choose 2 answers

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

Answer: A,B

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 # 124

A Marketing Cloud admin wants to ensure no one could access the API with their Marketing Cloud user credentials. Which security setting would control this behavior?

- **A. Deselect 'Enable Username and Password for Web Services'**
- B. Select 'Enable Audit Trail Data Collection'
- C. Deselect 'Exclude API Users From Password Expiration'
- D. Select 'Identity Verification'

Answer: A

Explanation:

The security setting 'Enable Username and Password for Web Services' allows users to access the API with their Marketing Cloud username and password. If this setting is deselected, users will need to use an API user or an installed package to access the API

NEW QUESTION # 125

An email marketing manager is planning to send a promotional email to one million subscribers. Which data structure should be used?

- A. Group
- B. List
- **C. Data Extension**
- D. Publication List

Answer: C

Explanation:

For sending a promotional email to one million subscribers, a Data Extension is the most suitable data structure. Data Extensions offer robust data management capabilities, scalability, and flexibility for handling large volumes of data and complex segmentation, which is essential when dealing with a large audience size like one million subscribers. This setup allows for more detailed targeting and personalization strategies.

Reference: Salesforce Help - Data Extensions

NEW QUESTION # 126

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