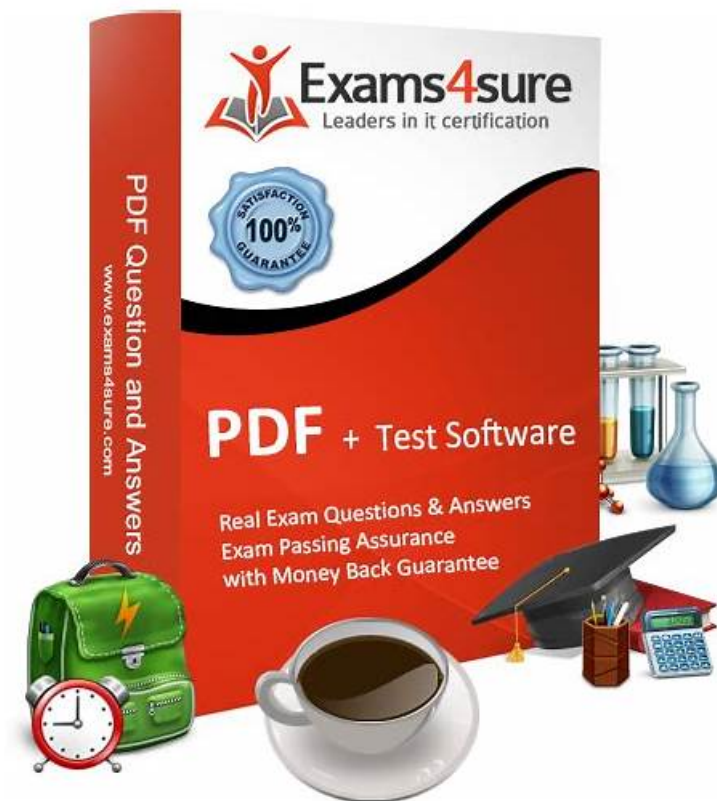


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q68-Q73):

NEW QUESTION # 68

Northern Trail Outfitters wants to expand their use of Marketing Cloud to business users who spend their day in Sales Cloud, without granting access to Marketing Cloud directly. What feature should be used?

- A. Distributed Sending
- **B. Distributed Marketing**
- C. Marketing Cloud Connect

Answer: B

NEW QUESTION # 69

A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails. What functionality would allow this?

- A. Web and Mobile Analytics
- **B. Web Analytics Connector**
- C. Personalization Builder
- D. Advertising Studio

Answer: B

Explanation:

To append an Urchin Tracking Module (UTM) variable string to links in emails, the Marketing Cloud admin should use the Web Analytics Connector (WAC). This functionality automatically appends tracking parameters, such as UTM parameters, to all URLs in outgoing emails. This allows for detailed tracking of email effectiveness within analytics platforms like Google Analytics. The Web Analytics Connector can be configured within Email Studio to include specific UTM parameters as required by marketing strategies.

Reference: Salesforce Help - Web Analytics Connector

NEW QUESTION # 70

An email manager was anticipating a test email to arrive in their inbox. Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Reports > Administrator Reports > Email Sends By User
- B. My Reports > Administrator Reports > Email Send Report
- C. My Tracking > A/B Testing
- **D. My Tracking > Test Send Emails**

Answer: D

Explanation:

To verify if a test email has been sent from Email Studio, the admin should:

Navigate to Email Studio.

Go to the My Tracking tab.

Select Test Send Emails. This section provides a detailed log of all test emails sent, including their status and timestamp, allowing the admin to confirm whether the test email was deployed successfully.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 71

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

- A. The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.
- **B. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.**
- C. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
- **D. The consultant should enable deep linking in Marketing Cloud Connect configuration.**

Answer: B,D

Explanation:

To enable Sales Cloud users to create and send Marketing Cloud emails:

User Mapping: Ensure there is a one-to-one relationship between Sales Cloud and Marketing Cloud users to facilitate seamless functionality and data consistency.

Deep Linking: Enable deep linking in Marketing Cloud Connect. This allows Sales Cloud users to access Marketing Cloud features directly from within the Sales Cloud interface, enhancing user experience and efficiency.

Reference: Salesforce Marketing Cloud Connect

NEW QUESTION # 72

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

- **A. Use a web-safe font for text that closely matches the brand's custom font.**
- B. Build an email using multiple images, with all text saved in the brand font.
- C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- D. Build an email as one image, with all text saved in the brand font.

Answer: A

Explanation:

When incorporating custom brand fonts into emails for Northern Trail Outfitters:

Web-safe Fonts: It's recommended to use web-safe fonts in emails to ensure consistent rendering across different email clients.

Custom fonts are often not supported by many email clients, which can lead to inconsistent branding and user experience.

Font Selection: Choose a web-safe font that closely resembles the custom brand font to maintain the brand's visual identity while ensuring the email content is accessible and readable across all platforms.

Reference: Salesforce Marketing Cloud Email Design Best Practices

NEW QUESTION # 73

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