



Salesforce

Exam Questions Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator (SP20)

About ExamBible

Your Partner of IT Exam

Found in 1998

ExamBible is a company specialized on providing high quality IT exam practice study materials, especially Cisco CCNA, CCDA, CCNP, CCIE, Checkpoint CCSE, CompTIA A+, Network+ certification practice exams and so on. We guarantee that the candidates will not only pass any IT exam at the first attempt but also get profound understanding about the certificates they have got. There are so many alike companies in this industry, however, ExamBible has its unique advantages that other companies could not achieve.

Our Advances

* 99.9% Uptime

All examinations will be up to date.

* 24/7 Quality Support

We will provide service round the clock.

* 100% Pass Rate

Our guarantee that you will pass the exam.

* Unique Gurantee

If you do not pass the exam at the first time, we will not only arrange FULL REFUND for you, but also provide you another exam of your claim, ABSOLUTELY FREE!

NEW QUESTION 1

A marketing manager requests to receive an email, once a week, with high-level metrics in a standardized format. Specifically, the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete this request?

- A. Email Studio: Select the "Account Send Summary*" in Tracking Reports and schedule a weekly report to be sent.
- B. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.
- C. Automation Studio: Create a Query Activity to query data from the "Sent" Data View, then use an Email activity to automate the sending of the data.

Answer: A

NEW QUESTION 2

A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email #1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date. Email #3 will be sent on the member's renewal date. A master audience is updated in real time via the API. Which steps should be included in the customer's automation?

- A. Import File Activity > three Send Activities to the master data extension.
- B. Three Send Activities to the master data extension.
- C. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- D. Three Filter Activities > three Send Activities to the filtered audiences.

Answer: D

NEW QUESTION 3

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries. Which feature would allow this functionality?

- A. Query Studio
- B. Journey Builder
- C. CloudPages
- D. Synchronized Data Sources.

Answer: D

NEW QUESTION 4

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement? Choose 2 answers

- A. Marketing Cloud Channel Manager
- B. Marketing Cloud Email Marketing Manager
- C. Marketing Cloud Regional or Local Administrator
- D. Marketing Cloud Administrator

Answer: BC

NEW QUESTION 5

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute.

How would the admin ensure a notification is received when the query fails?

- A. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings"
- B. Install the Marketing Cloud App on phone to receive Push Messages
- C. Add their Email Address in the Query Activity Notifications Field
- D. Configure the "Event Notification Service" in Setup with their Email Address

Answer: A

NEW QUESTION 6

Which three options determine when a contact could enter a journey? Choose 3 answers.

- A. Re-entry at any time
- B. Re-entry by attribute
- C. Re-entry by date
- D. No re-entry
- E. Re-entry only after exiting

Answer: ADE

NEW QUESTION 7

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 as one image, 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 using multiple images, with all text saved in the brand font.

Answer: A

NEW QUESTION 8

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

- A. Open and click activity are tracked in either version.
- B. The email will avoid detection by various SPAM filters.
- C. An auto-generated text version will be sent with your HTML email.
- D. A custom text version will be sent with your HTML email.

Answer: AC

NEW QUESTION 9

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys.

Which two Marketing Cloud features will support this effort?

Choose 2 answers

- A. Data Designer
- B. Cloud Pages
- C. Web Analytics Connector
- D. Content Builder

Answer: B

NEW QUESTION 10

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nto.com. the previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account? 2 answers

- A. Upon receiving an email, all tracked links start with click.email.nto.com
- B. The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors
- C. Cloudpages personalized URLs are served from cloud.email.nto.com
- D. Users receive Marketing Cloud password reset emails from help@email nto.com

Answer: AC

NEW QUESTION 10

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. IP Whitelisting
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Answer: A

NEW QUESTION 11

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts

Which two considerations would help NTO determine if a Dedicated IP is the right choice? Choose 2 answers

- A. All of NTO's accounts should be on the same stack
- B. Send volume is large enough to maintain a positive or neutral reputation
- C. Length of time needed to pause sending is greater than one month
- D. Pre-warmed IP address can be purchased from Salesforce

Answer: B

NEW QUESTION 16

A publishing company has presented the following:

- A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.
- A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.
- The customer's expiration date is included in the data file. What component should the customer's solution include? Choose 3 answers

- A. Suppression list
- B. Data Filter
- C. Triggered Send
- D. Template-based emails
- E. Automation StudioTerm

Answer: BDE

NEW QUESTION 19

Where would a Marketing Cloud admin view all verified email addresses?

- A. Identity Verification Log
- B. From Address Management
- C. Reply Mail Management
- D. Sender Profiles

Answer: B

NEW QUESTION 21

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should the customer use to create an audience for this campaign? Choose 3 answers

- A. Proximity to Store
- B. Ages in Household
- C. Lifetime Purchase Value
- D. Conversion Rate
- E. Last Purchase Date

Answer: CDE

NEW QUESTION 23

NTO wants to copy journeys across business units.

What could be used to replicate journey structure so it can be easily recreated in another account?

- A. Journey Templates
- B. Deployment Manager
- C. Journey Extracts
- D. Copy activities

Answer: B

NEW QUESTION 24

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account? Choose 2 answers

- A. Contact-specific data at the job level
- B. Contact data in non-sendable data extensions
- C. General tracking data at the job level
- D. Contact data in sendable data extensions

Answer: BC

NEW QUESTION 26

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication.

What would be achieved with SAP?

- A. Image URLs are wrapped with the appropriate brand URL
- B. The out-of-the-box profile center will display NTO branding
- C. A different click domain can be used for each brand
- D. A Dedicated IP is automatically warmed up

Answer: A

NEW QUESTION 30

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the implementation Consultant recommend? Choose 2 answers.

- A. Use Data Designer to link student and alumni data to the contact record.
- B. Create an Import Activity to import alumni data into Salesforce Report.
- C. Create list attributes to store student data from the Sales Cloud.
- D. Use Synchronized Data Sources to data from the Sales Cloud.

Answer: AD

NEW QUESTION 32

Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com).

Which steps should be taken to implement this? Choose 2 answers

- A. Edit the entity Verification Settings
- B. Enable IP Whitelisting
- C. Add a Domain to the Export Email Whitelist

D. Enforce Export Email Whitelist

Answer: CD

NEW QUESTION 34

A Marketing Cloud admin to create custom roles for their business process. What should be taken into consideration to accomplish this?

- A. Custom roles can only be edited by the user who created the role initially.
- B. Custom roles are only available within the business in which they were created.
- C. Custom roles are available on their Marketing Cloud account.
- D. Custom roles override an individual user's granular permission assignments.

Answer: D

NEW QUESTION 37

Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access
How should the Marketing Cloud admin ensure users have access?

- A. Choose Public App Integration during the installation
- B. Install App-appropriate business units for expanded access
- C. License all appropriate users within the installed package
- D. Configure the API Integration to allow all users access

Answer: C

NEW QUESTION 39

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. AMPscript for Marketing Cloud
- B. Web Analytics Connector
- C. Google Analytics 360
- D. Marketing Cloud Connect

Answer: B

NEW QUESTION 43

A Marketing Cloud admin wants to create an SFTP User for the first time. Which two considerations should be taken when configuring an SFTP User? Choose 2 answers

- A. By default, the username is the MID for the current Marketing Cloud MID.
- B. Minimum password length is 12 characters.
- C. By default, the password will be the password of the logged-in user.
- D. Once created, the user will need to be activated in order to use the SFTP.

Answer: BD

NEW QUESTION 48

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

Answer: D

NEW QUESTION 52

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user. Which two standard roles should be selected for the new user? Choose 2 answers

- A. Marketing Cloud Security Administrator
- B. Administrator
- C. Data Manager
- D. Marketing Cloud Administrator

Answer: BD

NEW QUESTION 56

While setting up Marketing Cloud Connect, a Marketing Cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:

- Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud user. Contact your system administrator

The admin notices the Marketing Cloud for AppExchange Admin option is selected when looking at the user settings

What action should correct the issue?

- A. Apply the Marketing Cloud for AppExchange User option as well
- B. Reset all passwords to force new tokens
- C. Apply the appropriate user mappings in the CRM configuration
- D. Apply the administrator and Marketing Cloud Administrator permission sets to user

Answer: D

NEW QUESTION 57

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email. Which Marketing Cloud capability allows for secure transmission of the email address?

- A. CloudPagesURL AMPscript function
- B. Web Analytics Connector
- C. Link Wrapping

Answer: A

NEW QUESTION 61

What does Marketing Cloud authenticate when a user logs in through the user interface?

- A. If the user is assigned a role in the parent business unit
- B. If the user is logging in from a whitelisted IP address
- C. If the user is an API User on their record
- D. If the user has login hours enabled on their profile

Answer: B

NEW QUESTION 63

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet.

Individuals should only be allowed to enter once, and the winner will be selected randomly.

All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution? Choose 2 answers

- A. Microsite with Web Collect to store entrants on a data extension.
- B. Microsite with Smart Capture to store entrants on a data extension.
- C. Send Email Activity with a link to a subscription center.
- D. Data Extension with double opt-in status defined.

Answer: BD

NEW QUESTION 67

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day. As a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return to the site and continue their shopping. What action should NTO take?

- A. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- B. Create a user-initiated message to logged-in customers to send once the website is restored.
- C. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- D. Create and send an apology email that includes a discount for a future purchase to all customers

Answer: B

NEW QUESTION 71

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

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

Answer: B

NEW QUESTION 74

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take in order to create Send Classifications? Choose 2 answers

- A. Define a Sender Profile.
- B. Define a Subscriber -specific From Name.
- C. Define custom Reply Mail Management.
- D. Define a Delivery Profile.

Answer: AD

NEW QUESTION 77

A Marketing Cloud admin has configured a Tracking Extract which includes all subscriber attributes for their global regions. However, the admin notices accented characters in the customers' names appear jumbled in the extracted file.

Which two settings could solve this issue? Choose 2 answers

- A. Change Column Delimiter to
- B. Change Character Encoding to UTF-8
- C. Select Unicode Output
- D. Change Format to xml

Answer: BC

NEW QUESTION 82

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.

What should the admin confirm to resolve the issue?

- A. The data extension is marked as Sendable
- B. The data extension contains a Salesforce ID
- C. The Data extension is marked as Sendable and Testable
- D. The data extension is linked using the Contact Key

Answer: A

NEW QUESTION 86

What storage model should be used if a subscriber has more than one value for an attribute?

- A. Profile Attribute
- B. Data Extensions
- C. Publication Lists
- D. Lists

Answer: B

NEW QUESTION 89

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

- A. Synchronized contacts are only counted after sending
- B. Only active email subscriber are counted.
- C. Mobile subscribers are not counted as contacts.
- D. There are overlapping contacts in each of the channel

Answer: B

NEW QUESTION 90

Northern Trail Outfitters (NTO) is building a Journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.

Which activity would allow them to build the journey with the fewest activities possible?

- A. Join
- B. Einstein STO
- C. Engagement Split
- D. Wait Until Date

Answer: A

NEW QUESTION 91

A customer frequently holds seminars and other events to interface with their customers. They plan to do the following:

- Use SmartCapture forms to write data into event registration data extensions.
- Cross-reference the records in each registration data extension with corresponding invitation email sends.
- Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?

- A. AMPscript
- B. SQL
- C. HTML
- D. CSS

Answer: A

NEW QUESTION 93

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. Transfer the campaign manager's permissions to a new user
- D. Deactivate the campaign manager's license and assign it to the new user

Answer: B

NEW QUESTION 98

A Marketing Cloud admin wants to configure a new keyword for an upcoming SMS campaign. After entering the desired keyword CELEBRATION, the admin notices the keyword is unavailable.
What issue could the admin be facing?

- A. Keyword is used within another business unit
- B. Keyword is a reserved word
- C. Keyword has too many characters
- D. Keyword fails to meet content standards

Answer: A

NEW QUESTION 103

NTO has been noting reduced deliverability when they do large sends.
Which part of deliverability is tied to hitting Spam Traps during a send?

- A. List Hygiene
- B. Authentication
- C. Content
- D. Engagement

Answer: B

NEW QUESTION 106

A Marketing Cloud admin wants to automatically unsubscribe customers who respond to marketing emails asking to be removed from the mailing list.
Which two steps should the admin take to enable this functionality? Choose 2 answers

- A. Ensure a Custom response is enabled for Automated Response in Reply mail Management
- B. Verify Reply Mail Management has been enabled in the account
- C. Select Unsubscribe Manual requests in Reply Mail Management
- D. Select Delete Auto-Replies and Out-of-Office mail Management

Answer: AB

NEW QUESTION 111

Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year. What action should be taken to populate the Einstein Engagement Scoring Dashboard?

- A. Select one of the Predictive Algorithms then click Deploy
- B. Click Deploy and results are available immediately
- C. Select the channels (Emails, Push, SMS) to report on then click Activate
- D. Click Activate and wait for an email notification

Answer: A

NEW QUESTION 116

What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?

- A. Preference Center link and physical mailing address
- B. Business name and a link to the business website
- C. Business name and physical mailing address
- D. Preference Center link and a link to the business website

Answer: A

NEW QUESTION 118

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key. Which import type could the admin use instead?

- A. Add Only
- B. Overwrite
- C. Add and Update
- D. Update Only

Answer: B

NEW QUESTION 123

While setting up marketing Cloud Connect, a marketing cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin

then receives the following error message:

Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud User. Contact your system administrator.

The admin notices the Marketing cloud for AppExchange Admin option is selected when looking for the user settings.

What action should correct the issue?

- A. Apply the appropriate user mappings in the CRM configuration.
- B. Apply the Administrator and Marketing Cloud Administrator permission sets to user.
- C. Reset all user passwords to force new tokens
- D. Apply the marketing Cloud for AppExchange User option as well

Answer: A

NEW QUESTION 125

Northern Trail Outfitters wants to set up their Send Log data extension Which three considerations should be made for long term success? Choose 3 answers

- A. Apply an appropriately-scoped Data Retention period
- B. Add custom fields not included in the Send Log Template
- C. Log attribute data necessary for auditing communications
- D. Log all variable data captured in emails at send time
- E. Set the period to a fixed date in the Data Retention Policy

Answer: ABC

NEW QUESTION 128

A Marketing Cloud Admin has 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.

How should the admin fix the issue?

- A. Use the exact filename used for the trigger in the import File Activity
- B. Make sure the file is placed on the correct subfolder within the SFTP
- C. Make sure the filename has a date stamp to avoid duplication
- D. Use %%FILENAME_FROM_TRIGGER%% in the import File Activity

Answer: D

NEW QUESTION 133

The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message? Choose 3 answers

- A. Each content area specified in a dynamic content rule exists.
- B. Words or phrases used may trigger spam filters.
- C. Grammar and spelling in the email text is correct.
- D. Correct syntax is used on any AMPScript in the email's code.
- E. Personalization strings map to attributes or data extension fields

Answer: ADE

NEW QUESTION 135

Northern Trail Outfitters (NTO) rolled out a global SMS initiative three months ago, as their customers have shown great interest in receiving promotions via text.

However, NTO was notified they are already at 75% utilization for their annual Super Messages. Why could this be the case?

- A. MobilePush was enabled by mistake, which consumes Super Messages when not in use.
- B. Each email consumes five super messages when sending below a certain threshold.
- C. The majority of NTO's subscriber base is in the United States.
- D. A multiplier is applied to each SMS message based on the destination country

Answer: B

NEW QUESTION 139

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account

Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Unique Contact Identifier
- B. Primary key
- C. Unique Contact email address
- D. Subscriber ID

Answer: B

NEW QUESTION 140

A Marketing Cloud admin is setting up Northern Trail Outfitter's newest business units and several users to assign to the new business units.

How would the admin assign users to the business units?

- A. Give permissions to users at top-level account to assign their own business units.
- B. Search for the individual user, select their name, and click Manage Business Units.

- C. Search for the individual user, select their name and click Edit Business Units.
- D. Re-import the users to update their assigned business units

Answer: D

NEW QUESTION 143

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

Answer: ABC

NEW QUESTION 147

NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.

Which three values could be used as personalization strings in query string parameters? Choose 3 answers

- A. Product Code
- B. Application ID
- C. Subscriber ID
- D. Email Address
- E. Name

Answer: ABC

NEW QUESTION 150

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

Answer: B

NEW QUESTION 154

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer

In which two ways should the admin configure Data Designer to allow this data to be used within a Journey? Choose 2 answers

- A. Link the Customers data extension to the data model using Customer ID
- B. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- C. Link the Orders data extension to the Customers data extension using a One-to-Many relationship
- D. Link the Customers data extension to the data model using Email Address

Answer: AC

NEW QUESTION 155

Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams.

How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- A. Deploy Multi-Org with a single Marketing Cloud Account
- B. Deploy separate Publication Lists for each region within one account
- C. Filter data view permissions at the subscriber level
- D. Separate regions into business units and apply Subscriber Filters

Answer: D

NEW QUESTION 159

What functionality is contained in Journey Builder that does not exist in Automation Studio?

- A. Native execution of a Server-side JavaScript activity.
- B. The option to convert a qualified Lead to a Contact.
- C. Flexibility to wait based on duration or a specific time.
- D. The ability to send an email to a Salesforce audience.

Answer: B

NEW QUESTION 164

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year. Where would the admin retrieve this information?

- A. Contact Builder > All Contacts > Email
- B. Analytics Builder > Reports > Email Send Report
- C. Email Studio > Email > Tracking > Sends
- D. Studio > Email > Subscribers > All Subscribers

Answer: B

NEW QUESTION 167

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. RuntimeError within the File Drop Automation
- D. Notation Settings within the Import File Activity

Answer: D

NEW QUESTION 169

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

Answer: ACD

NEW QUESTION 174

Northern Trails Outfitters uses Doubleclick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A. Einstein AI
- B. Interaction Studio
- C. Datorama
- D. Google Marketing Platform

Answer: C

NEW QUESTION 178

Which activity should be used for multivariate content testing within Journey Builder?

- A. Engagement Split
- B. Random Split
- C. Content Split
- D. Decision Split

Answer: B

NEW QUESTION 183

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: C

NEW QUESTION 184

A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounces status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- A. Status is changed to Active and the bounce count is unchanged
- B. Status is changed to Held for 72 hours and the bounce count is set to Zero
- C. Status remains as Bounced the bounce count is unchanged
- D. Status is changed to Active and the bounce count is set to Zero

Answer: D

NEW QUESTION 188

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes. Which component should be discussed with the customer to allow for this use case?

- A. Subscriber Key
- B. Contact ID
- C. Member Record
- D. Data Extensions

Answer: A

NEW QUESTION 191

A Marketing Cloud admin wants to ensure email sends exclude their testing prefix of [PREVIEW] in the subject line when deploying from Email Studio. What should the admin do to prevent the prefix from deploying in live sends?

- A. Use Proof instead of [PREVIEW]
- B. Add [PREVIEW] to the subject line validation list
- C. Require several campaign approvals
- D. Wrap the subject line with AMPscript

Answer: B

NEW QUESTION 193

Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit. How should they accomplish this?

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

Answer: A

NEW QUESTION 196

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. Journey Builder
- B. Contact Builder
- C. MobileConnect
- D. MobilePush

Answer: AD

NEW QUESTION 200

Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists. How should the user be updated to allow the analyst the appropriate access?

- A. Remove Marketing Cloud Viewer
- B. Add Marketing Cloud Security Administrator
- C. Remove Marketing Cloud Channel manager
- D. Add Distributed Sending user

Answer: C

NEW QUESTION 202

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscriber however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content.

Which activity would allow NTO to build the journey with the fewest activities possible?

- A. Einstein STO
- B. Engagement Split
- C. Wait Until Date
- D. Join

Answer: D

NEW QUESTION 203

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- A. Content Creator and Marketing Cloud Viewer
- B. Analyst and Marketing Cloud Viewer
- C. Data Manager and Analyst

Answer: C

NEW QUESTION 206

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing cloud to execute a send. Which feature would the admin use to meet this requirement?

- A. Tokenized Sending
- B. List Sending
- C. Field Level Encryption.
- D. Distributed Marketing Sends.

Answer: A

NEW QUESTION 207

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication. What would be achieved with SAP?

- A. Image URLs are wrapped with the appropriate brand URL
- B. The out-of-the-box profile center will display NTO branding
- C. A different click domain can be used for each brand
- D. A Dedicated IP is automatically warmed up

Answer: A

NEW QUESTION 208

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud. Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?
Choose 2 answers

- A. Text
- B. Decimal
- C. Number
- D. Boolean

Answer: AB

NEW QUESTION 211

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud. Which policies could the Marketing Cloud admin configure in Setup?

- A. Minimum Password Length, Password Complexity, Password History, Expiration Period
- B. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
- C. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions
- D. Maximum Password Length, Password Complexity, Unique Password, Expiration Period

Answer: A

NEW QUESTION 215

A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization. What functionality would get messages out the door faster?

- A. Burst Sending
- B. Journey Builder Triggered Sends
- C. Send Throttling
- D. Marketing Cloud Connect

Answer: A

NEW QUESTION 219

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format. How could the admin receive a file of the bad data rows to confirm this theory?

- A. Move the File Transfer to its own automation and include a notification email address
- B. Move the Import definition to its own automation and include a notification email address
- C. Update the Import definition to include a notification email address
- D. Update the automation to include a notification email address for Runtime Errors

Answer: C

NEW QUESTION 223

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.
Which feature should they use?

- A. Tokenized Sending
- B. Field Level Encryption
- C. Lookup reference to Contact Object
- D. Master-detail relationship to Contacts

Answer: A

NEW QUESTION 225

A user asks a Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content Creator, Data Manager, and Marketing Cloud Viewer.
What should the admin do to resolve the issue so the user can send an email?

- A. Edit permissions and Grant permissions to Send
- B. Edit permissions and deselect Deny for Email Sending
- C. Add the Role Marketing Cloud Channel Manager
- D. Remove the Marketing Cloud Viewer Role

Answer: A

NEW QUESTION 227

Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records.
How should the unique identifier of the data model be setup if the MobilePush and Email channels are used within the same account?

- A. Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- B. Use a third-party system to identify and delete duplicate Contact Keys.
- C. Strategically control the Contact Key values and tie records together across channels using this key.
- D. Strategically control the Contact Key values in Email, but let Marketing Cloud automatically tie records as needed from MobilePush.

Answer: C

NEW QUESTION 228

.....

Relate Links

100% Pass Your Marketing-Cloud-Administrator Exam with ExamBible Prep Materials

<https://www.exambible.com/Marketing-Cloud-Administrator-exam/>

Contact us

We are proud of our high-quality customer service, which serves you around the clock 24/7.

Viste - <https://www.exambible.com/>