Vendor: Salesforce

Exam Code:MARKETING-CLOUD-ADMINISTRATOR

Exam Name: Salesforce Certified Marketing Cloud Administrator

Version: Demo

QUESTION 1

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

Correct Answer: BC

QUESTION 2

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. Automation Studio > File Transfers

C. Contact Builder > Data Sources

D. Email Studio > Synchronized Data Extensions

Correct Answer: C

QUESTION 3

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

Correct Answer: A

QUESTION 4

A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard 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 the request?

A. Automation Studio: Create a Report Activity to run every seven days.

B. Email Studio: Select "Account Send Summary" in Tracking 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 activate the sending of the data.

D. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.

Correct Answer: B

QUESTION 5

A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

A. Tokenized Sending

B. Transparent Data Encryption

C. Key Management

D. Field level Encryption

Correct Answer: A

QUESTION 6

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.

Correct Answer: AD

QUESTION 7

Which two data structures could be configured to appear in the out-of-the-box Subscription center? Choose 2 answers

A. Publication Lists

B. Data Extensions

C. Lists

D. Groups

Correct Answer: B

QUESTION 8

Northern Trail Outfitters wants to send a custom survey to customers asking about their experience following a recent purchase.

Which feature should be used to create a survey form?

A. MobileConnect

B. Content Builder

C. Smart Capture

D. Profile Center

Correct Answer: C

QUESTION 9

Which Product enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content?

A. Content Builder

B. Einstein Send Time Optimization

C. Audience Builder

D. Einstein Email Recommendations

Correct Answer: D

QUESTION 10

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

Correct Answer: C

QUESTION 11

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.

Correct Answer: ABC

QUESTION 12

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

A. Selected SFTP folder

B. Original SFTP folder

C. Target Data Extension

D. Safehouse

Correct Answer: A