

Exam Questions Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator (SP20)

<https://www.2passeasy.com/dumps/Marketing-Cloud-Administrator/>



NEW QUESTION 1

Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.
How should the rest of the business units be organized?

- A. Create child business units for each brand and nest another level of child business units for GEOs.
- B. Create and apply folders with naming conventions in the current account to keep track of brand assets.
- C. Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.
- D. Create one child business unit for the other brands to share but apply folders and naming conventions.

Answer: B

NEW QUESTION 2

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 Allowlist
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Answer: A

NEW QUESTION 3

Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

- Number of Sends
- Delivery Rate
- Overall Bounce Rate
- Block Bounce Rate
- Open Rate
- Click Rate
- Complaint Rate
- Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A. Campaign Email Tracking Report
- B. Email Performance Over Time Report
- C. Email Send Report
- D. Account Send Summary Report

Answer: D

NEW QUESTION 4

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 5

A Marketing Cloud admin needs to warm their accounts Dedicated IP. What option for segmentation aligns with the IP Warming process?

- A. Segment to those recipients receiving text email versions first
- B. Segment subscribers with soft bounces in their own dedicated send
- C. Segment by domain to limit number of sends to each email provider
- D. Segment by geographic region as after-hours sends will be marked as spam

Answer: C

NEW QUESTION 6

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A file drop automation to send emails to customers who have made a purchase.
- B. A user -initiated message to send an email to customers who made a purchase daily.
- C. A scheduled automation to send emails to customers who made a purchase daily.
- D. A triggered message to send an email as soon as a customer completes a purchase.

Answer: D

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

A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is performing. Which report should be used?

- A. Dynamic Content for Triggered Sends
- B. Sends Account Send Summary
- C. Impression Tracking for Triggered Sends
- D. Email Performance by Attribute

Answer: C

NEW QUESTION 9

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 10

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) 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 12

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 14

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

Answer: A

NEW QUESTION 19

A Marketing Cloud admin notices out of the last several sends, Send log data for a recent How could the admin ensure send data is recorded?

- A. Send logging is enabled for the send
- B. Correct Send Log template is selected
- C. Send Logging is available for A/B tests
- D. Data retention settings is specified

Answer: A

NEW QUESTION 24

A Marketing Cloud admin wants to check the status of a salesforce contacts in All Subscribers. The account is connected to their salesforce org via Marketing Cloud Connect.

Which subscriber key should be used to search for the contact in All Subscribers?

- A. 15-digit contact ID
- B. Numeric Subscriber ID
- C. 18-digit Contact ID
- D. Email Address

Answer: C

NEW QUESTION 28

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 29

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 30

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 35

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products. What is the best way to facilitate this within Contact Builder?

- A. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- B. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- C. Create three distinct Attribute Groups that link each data extension directly to Contacts.
- D. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.

Answer: D

NEW QUESTION 36

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

Answer: B

NEW QUESTION 37

Northern Trail Outfitters (NTO) wants a business analyst to import contact lists. The analyst has the followCloud Channel Manager and Marketing Cloud Viewer. The Analyst logged in but is unable to import contacts. How should NTO update the user to allow the analyst the appropriate access?

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

Answer: D

NEW QUESTION 39

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 43

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 47

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions. Which workflow should meet these requirements?

- A. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Answer: B

NEW QUESTION 52

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 54

A Marketing Cloud admin has been asked to update their Marketing cloud SFTP password. Where in setup could they accomplish this task?

- A. Data management
- B. Security
- C. Feature Settings
- D. Company Settings

Answer: A

NEW QUESTION 55

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 57

A Marketing Cloud admin has been asked to get the last 30 days of Bounce data from their account. What should the admin use to get granular bounce data in bulk in a pre-defined format?

- A. CSV download of bounce data in My Tracking
- B. Automation Studio Tracking Extract
- C. Automation Studio Query Activity
- D. Discover Deliverability Complaint Rate Report

Answer: B

NEW QUESTION 61

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 66

A user asks a Marketing Cloud admin to update and increase their session timeout setting. Which three considerations should the admin review before making this update?

Choose 3 answers

- A. Frustration of users upon timeouts
- B. Best practice suggests a 20-minute timeout setting
- C. Security risk of unauthorized users for longer timeout settings
- D. Change impacts all users
- E. Typical length of time users spend in Marketing Cloud

Answer: BCD

NEW QUESTION 68

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 69

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilized to make this happen?

- A. Publication Lists
- B. Subscriber Keys
- C. Profile Center
- D. Send Logging

Answer: A

NEW QUESTION 72

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 77

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 81

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 84

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers. Which network(s) support lookalike audiences directly from Advertising Studio?

- A. Facebook and Twitter
- B. Facebook
- C. Google and Facebook
- D. Twitter

Answer: A

NEW QUESTION 88

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable String to links in emails. Which functionality would allow this?

- A. Parameter Manager
- B. Web and Mobile Analytics
- C. Advertising Studio
- D. Personalization Builder

Answer: A

NEW QUESTION 91

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 95

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 100

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 102

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted. Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Import Activity
- B. Data Extract Activity
- C. File Transfer Activity
- D. Decryption Activity

Answer: C

NEW QUESTION 107

A Contact Delete request has been processed for subscribers who have been sent to previously in a Northern Trail Outfitters account, the action did NOT target all contacts in their account and significant number of contacts which have been sent to remain, Which two data would still exist in the account? Choose 2 answers

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

Answer: BD

NEW QUESTION 110

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 113

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 117

What are entry source types for Journey Builder?

- A. Data Extension, CloudPages, Email List, API Event
- B. Data Extension, Audience Studio, API Event, Date Based Event
- C. Data Extension, Email List, API Event, Date Based Event
- D. Data Extension, Salesforce Community, GA360, Email List

Answer: B

NEW QUESTION 118

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 122

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 126

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 129

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months. What action should be taken?

- A. Configure the business unit data retention setting to 12 months
- B. Configure the Enterprise wide default retention to one year
- C. Set inactive data to be automatically cleared after one year, but is recoverable
- D. Apply a Row Based Retention to each data extension as it is created, set to 12 months

Answer: D

NEW QUESTION 134

How are publication lists used in the Marketing Cloud?

- A. To send communication to all subscribers, regardless of opt -in status.
- B. To manage subscribers in guided and triggered email sends.
- C. To build dynamic content rules by subscriber type.
- D. To allow subscribers to opt-down/out instead of unsubscribing from all.

Answer: D

NEW QUESTION 139

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 141

Setup Assistant provides information and resources for configuring a new Marketing Cloud account. Which two topics does Setup Assistant cover? Choose 2 answers

- A. Enabling Mobile Connect
- B. Managing the Enhanced SFTP
- C. Configuring Journey Builder
- D. Setting up the Data Structure

Answer: D

NEW QUESTION 143

A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order_Details, and 'Products.

The data extensions contain the following information:

- Orders: OrderId, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal
- Order_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount
- Products: ProductId, SKU, Name, Description, Cost, Price Which two actions should be taken in Data Designer? Choose 2 answers

- A. Create a one-to-one relationship between the contact record and Order Details.
- B. Create a one -to -many relationship between Orders and Order_Details.
- C. Create a one-to-one relationship between Orders and Order_Details.
- D. Create a one-to-one relationship between Order_Details and Products.

Answer: BD

NEW QUESTION 146

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 149

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 151

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 155

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

- A. 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 160

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer alter an online purchase is made. What feature could be used to solicit website feedback without navigating away from the email?

- A. CloudPage forms Content Block
- B. Email Form Content Block
- C. Dynamic Content Block
- D. Reference Content Block

Answer: B

NEW QUESTION 161

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- Emails will be built using a custom dynamic template for these messages.
- Links will vary over time and across campaigns.
- Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
- Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

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

Answer: A

NEW QUESTION 162

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 163

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit.

What could explain this behavior?

- A. The user gets Added to a blocklist that causes an Enterprise level unsubscribe
- B. The user Is getting deleted from the AN Subscribers list
- C. Data in data extensions corresponding to the customer
- D. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

Answer: B

NEW QUESTION 168

A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular end. The admin of Marketing Cloud Connect is functioning properly.

What should the admin confirm about the data extension?

- A. The wind relationship links SubscriberKey to Subscribers on Email Address
- B. The data extension is located in the Synchronized Data Extensions folder.
- C. The data extension is located in the Salesforce Data Extensions folder.
- D. The triggeredSendDataExtension data extension template was used.

Answer: C

NEW QUESTION 169

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 173

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

Answer: D

NEW QUESTION 178

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 181

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