Salesforce

Exam Questions Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator (SP20)

NEW QUESTION 1
Northern Trail Outfitters (NTO) has the Discover Reporting Tool.
Which two report types could help NTO drive their mobile adoption strategy? Choose 2 answers

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

Answer: AD

NEW QUESTION 2
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 3
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 4
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 5
Which three considerations should be made when setting up Distributed Marketing? Choose 3 answers

A. Business users can select any email at time of send.
B. Default options can be set up for the greeting in the email.
C. A journey can be connected to one or more Campaigns.
D. The DM administrator Profile is required to access Distributed Marketing.
E. Messages can be sent to Contacts, Leads, and Person Accounts.

Answer: ACE

NEW QUESTION 6
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 7
A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries. Which feature would allow this functionality?

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

Answer: B

NEW QUESTION 8
Northern Trail Outfitters has Marketing Cloud users who need data extension View and Update permissions for campaigns related to B3C sales, out not any permissions for campaigns related to B2B sales.
How should they accomplish this?

A. Create separate folders and add permissions
B. Create a shared data extension
C. Update data extension object level permissions
D. Create a new business unit

Answer: C

NEW QUESTION 9
Northern Trail Outfitters uses Parameter Manager to automatically tag links, They want to include a Campaign Identifier to the links within a specific campaign message.
At which level should the utm_campaign value be configured?

A. Subscriber
B. Link
C. Email
D. Account

Answer: C

NEW QUESTION 10
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 10
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 11
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 14
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 17
Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM. However, they only want to sync records they would be able to send to reducing the amount of data being brought over.
Which two filtering options could be used when configuring the Contact synced object? Choose 2 answers

A. Select all records which have opened an email in the past six months
B. Select all records with an email address

C. Select all records which are active in All Subscribers
D. Select all records where HasOptedOutofEmail is FALSE

Answer: BC

NEW QUESTION 21
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 23
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 26
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 28
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 33
Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters.
How could the Marketing Cloud admin address this issue?

A. Import employee email addresses into All Subscribers with an "Active status
B. Ensure employees have opted in to the test email list or data extension
C. Ask employees to use personal email addresses instead of corporate email addresses
D. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter

Answer: D

NEW QUESTION 36
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: BC

NEW QUESTION 40
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 42
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 44
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 46
An email marketing manager is planning to send a promotional email to one million subscribers. Which data structure should be used?

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

Answer: A

NEW QUESTION 49
A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses Where could the details be found?

A. Run a Bounce Email Report
B. Query the Bounce Data View
C. Query the Send Log
D. Run an Account Send Summary Report

Answer: B

NEW QUESTION 50
A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement. What consideration should be given to the preference profile centers for this integration?

A. Branding for each business units' profile centers will be inherited from the default business unit setup.
B. Profile/Preference centers are automatically created for each business unit connected through Multi-org
C. Multi org does not support the standard profile preference center for the business units.
D. Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

Answer: C

NEW QUESTION 51
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 Tracking > Test Send Emails
B. My Reports > Administrator Reports > Email Send Report
C. My Reports > Administrator Reports > Email Sends By User
D. My Tracking > A/B Testing

Answer: A

NEW QUESTION 53
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 54
A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

A. One -to -Many Relationship
B. Many -to -Many Relationship
C. One -to -One Relationship
D. Many -to -One Relationship

Answer: A

NEW QUESTION 58
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 60
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 62
An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMP script.
The Company collects the following information:
- Customer data (email address, first name, last name...).
- Event registration (email address, event ID, event name, event type, venue ID...).
- Venue details (venue ID, venue name, venue address...).
- Payment details (email address, event ID, total paid...).
The Company does not want to link everything in Contact Builder.
Which are the two data sources that must be incorporated inside Contact Builder? Choose 2 answers.

A. Customer Data
B. Event Registration
C. Venue Details
D. Payment Details

Answer: AC

NEW QUESTION 64
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 68
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 72
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 77
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