Valid Marketing-Cloud-Administrator Mock Exam & Exam Questions Marketing-Cloud-Administrator Vce

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Salesforce Marketing-Cloud-Administrator: Salesforce Certified Marketing Cloud Administrator exam is a certification program that is designed to test an individual's knowledge and expertise in the field of Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Administrator Exam certification is ideal for professionals who are looking to improve their skills in managing and optimizing the sales and marketing campaigns of an organization.

Salesforce Marketing-Cloud-Administrator certification is a coveted certification for those who want to become a certified Salesforce Marketing Cloud Administrator. Salesforce Certified Marketing Cloud Administrator Exam certification is designed for professionals who have experience in managing and administering Salesforce Marketing Cloud. Marketing-Cloud-Administrator Exam Tests the knowledge and skills required to configure and manage the Marketing Cloud platform, create and manage data extensions, and create and manage email campaigns.

New Valid Marketing-Cloud-Administrator Mock Exam Pass Certify | Valid Exam Questions Marketing-Cloud-Administrator Vce: Salesforce Certified Marketing Cloud Administrator Exam

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q138-Q143):

NEW QUESTION # 138
A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.
When should the admin create separate business units for each of NTO's brands?

- A. Brand-specific private domains are required for images and links.
- B. A new sender profile is needed for sending transactional emails.
- C. Multiple FTP users must be accommodated.

Answer: A

NEW QUESTION # 139
Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.
Which feature should they use?

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

Answer: C

Explanation:
Explanation
To avoid storing email addresses or phone numbers within Marketing Cloud, NTO should use Tokenized Sending2. Tokenized Sending is a feature that allows NTO to send emails or SMS messages using encrypted tokens instead of actual email addresses or phone numbers. The tokens are generated by an external system and stored in a secure database outside of Marketing Cloud. When NTO sends an email or SMS message, Marketing Cloud sends the token to the external system, which decrypts it and returns the actual email address or phone number. This way, NTO can avoid storing sensitive information in Marketing Cloud. The other options are incorrect because:
* Field Level Encryption. This is a feature that encrypts specific fields in data extensions using encryption keys managed by NTO. However, this feature does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only encrypts them within data extensions.
* Lookup reference to Contact Object. This is a method that allows NTO to use a lookup field in a data extension to reference a contact attribute from the Contact Object in Contact Builder. However, this method does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only reduces the duplication of data across data extensions.
* Master-detail relationship to Contacts. This is a type of relationship that allows NTO to link a data extension to the Contacts data model in Contact Builder. However, this type of relationship does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only enables them to use contact attributes for personalization and segmentation.

NEW QUESTION # 140
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 override an individual user's granular permission assignments.
- C. Custom roles are only available within the business in which they were created.
- D. Custom roles are available on their Marketing Cloud account.

Answer: B

NEW QUESTION # 141
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. Filter data view permissions at the subscriber level
- B. Separate regions into business units and apply Subscriber Filters
- C. Deploy separate Publication Lists for each region within one account
- D. Deploy Multi-Org with a single Marketing Cloud Account

Answer: B

Explanation:
Explanation
Separating regions into business units and applying subscriber filters is the best way to ensure distinct data integrity across the regions. Subscriber filters allow you to control which subscribers are visible in each business unit based on criteria such as location, language, or preference.

NEW QUESTION # 142
A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable string to links in all emails.
What functionality would allow this?

- A. Configure Parameter Manager.
- B. Link a Google Analytics Account.
- C. Use Web and Mobile Analytics.

Answer: A

NEW QUESTION # 143
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