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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q32-Q37):

NEW QUESTION # 32

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: B,D

NEW QUESTION # 33

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

Answer: A,B

Explanation:

For the restaurant supply company's need to update their trade show contact collection method:

- * B. Microsite with Smart Capture to store entrants on a data extension: Smart Capture forms on a microsite provide a direct, digital method to collect entries efficiently and store them directly into a data extension.
- * D. Data Extension with double opt-in status defined: This setup helps manage consent and ensures compliance with email marketing regulations, as it allows entrants to confirm their subscription to the newsletter through a follow-up email.

These components provide an updated and efficient method for capturing and managing trade show contacts, while also ensuring compliance with marketing regulations.

NEW QUESTION # 34

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. Search for the individual user, select their name, and click Manage Business Units.
- B. Search for the individual user, select their name and click Edit Business Units.
- C. **Re-import the users to update their assigned business units**
- D. Give permissions to users at top-level account to assign their own business units.

Answer: C

NEW QUESTION # 35

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. Link Wrapping
- B. Web Analytics Connector
- C. **Cloud Pages URL AMP script function**

Answer: C

Explanation:

To pass the email address of a subscriber to a landing page through a URL parameter from a promotional email securely, the admin should use the CloudPagesURL AMPscript function. This function encrypts the email address and other parameters and generates a unique URL for each subscriber. The landing page can then use the RequestParameter AMPscript function to decrypt the email address and other parameters

NEW QUESTION # 36

How are publication lists used in the Marketing Cloud?

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

Answer: B

NEW QUESTION # 37

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