

Marketing-Cloud-Administrator New Study Plan | Testing Marketing-Cloud-Administrator Center



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To become a Salesforce Certified Marketing Cloud Administrator, candidates need to have a solid understanding of the Marketing Cloud platform, including its features and capabilities. They must also be able to design and execute marketing campaigns that leverage the platform's advanced features, such as automation, personalization, and segmentation.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q68-Q73):

NEW QUESTION # 68

Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build. Where should their Marketing Cloud admin set up permissions to allow REST authentication?

- A. Salesforce Integration
- B. Data Management
- **C. Installed Packages**
- D. Security Settings

Answer: C

Explanation:

To enable REST API access for external applications in Salesforce Marketing Cloud, permissions need to be configured within Installed Packages. This area allows administrators to manage API integrations and set authentication protocols.

Installed Packages: Navigate to this section in the Marketing Cloud setup menu. Create or select an existing package to configure API integration. Set up the API integration by generating the API key and secret, which are essential for authenticating the external application's API requests.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 69

A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails. Where under Setup could this be created?

- A. Emails Studio Settings
- B. Campaign Settings
- C. Content Builder Settings
- **D. Account Settings**

Answer: D

NEW QUESTION # 70

How are publication lists used in the Marketing Cloud?

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

Answer: B

NEW QUESTION # 71

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year. Where would the admin retrieve this information?

- A. Studio > Email > Subscribers > All Subscribers
- **B. Analytics Builder > Reports > Email Send Report**
- C. Email Studio > Email > Tracking > Sends
- D. Contact Builder > All Contacts > Email

Answer: B

Explanation:

To determine the total number of emails sent across all business units in the last calendar year, the Marketing Cloud admin should use Analytics Builder > Reports > Email Send Report. This section of Analytics Builder provides comprehensive reporting capabilities, including the ability to generate detailed reports on email sends across different business units over specified time periods.

NEW QUESTION # 72

Northern Trail Outfitters wants to expand their use of Marketing Cloud to business users who spend their day in Sales Cloud, without granting access to Marketing Cloud directly.

What feature should be used?

- A. Marketing Cloud Connect
- B. Distributed Sending
- C. Distributed Marketing

Answer: A

NEW QUESTION # 73

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