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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q141-Q146):

NEW QUESTION # 141

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

* Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.

- * Contact records will be augmented by relational data tables via Contact Builder.
- * The customer data file will contain 5M records with 40+ attributes.
- * One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- * A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- A. Data extensions can store HTML code as an attribute.
- B. Data extensions support Customer ID to be used as Subscriber Key.
- **C. Data extensions allow for add/update Import activity.**
- D. Data extensions are necessary for Contact Builder

Answer: C

Explanation:

The advantages of using data extensions over lists in Marketing Cloud, especially given the complex data needs outlined:

Add/Update Capability: Data extensions support add/update import activities, allowing for the nightly refresh of the customer data from the data warehouse without duplicating records.

Handling Large Data Volumes: Data extensions are more suitable for managing large volumes of data with numerous attributes, such as the scenario described with 5 million records and 40+ attributes.

Reference: Salesforce Marketing Cloud Data Extensions

NEW QUESTION # 142

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- * Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
- * Contact records will be augmented by relational data tables via Contact Builder.
- * The customer data file will contain 5M records with 40+ attributes.
- * One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- * A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- A. Data extensions can store HTML code as an attribute.
- B. Data extensions support Customer ID to be used as Subscriber Key.
- **C. Data extensions are necessary for Contact Builder**
- D. Data extensions allow for add/update Import activity.

Answer: C

Explanation:

Explanation

Data extensions are necessary for Contact Builder is the statement that differentiates the use of data extensions over lists. Data extensions are tables that store subscriber data and can be linked to other data extensions or data sources via Contact Builder. Contact Builder is a tool that allows marketers to create a unified view of their contacts and manage their relationships with other data entities. Lists are collections of subscribers that cannot be linked to other data sources via Contact Builder.

NEW QUESTION # 143

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 Mobile Push and Email channels are used within the same account?

- A. Strategically control the Contact Key values in email, but let Marketing Cloud automatically tie records as needed from Mobile Push.
- B. Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- **C. Strategically control the Contact Key values and tie records together across channels using this key.**
- D. Use a third-party system to identify and delete duplicate Contact Keys.

Answer: C

Explanation:

Explanation

The best way to prevent duplicate records in Marketing Cloud is to strategically control the Contact Key values and tie records together across channels using this key. The Contact Key is a unique identifier for each contact in Marketing Cloud, and it can be set by the admin or automatically generated by Marketing Cloud. If the same Contact Key is used for a contact in both email and mobile push channels, then the contact will be unified and not duplicated.

NEW QUESTION # 144

A publishing company has presented the following:

- * A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.
- * A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.
- * The customer's expiration date is included in the data file.

What component should the customer's solution include?

Choose 3 answers

- A. Suppression list
- B. Triggered Send
- C. Data Filter
- D. Template-based emails
- E. Automation StudioTerm

Answer: C,D,E

Explanation:

Explanation

Data Filter, Template-based emails, and Automation Studio are the components that the customer's solution should include. Data Filter is used to segment a data extension based on specific criteria, such as the customer's expiration date. Template-based emails are used to create emails with predefined layouts and content blocks that can be easily customized by a general marketing user. Automation Studio is used to automate the email sends based on a schedule or a trigger

NEW QUESTION # 145

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

Answer: D

Explanation:

To enhance security against unauthorized API access, Northern Trail Outfitters should:

Enable IP Whitelisting: This security feature restricts API access to Marketing Cloud from only those IP addresses that are pre-approved. This method significantly reduces the risk of malicious access from unrecognized sources.

Configuration: Administrators can configure IP Whitelisting in the Setup area under Security Settings, specifying which IP ranges are allowed to initiate API calls to the account.

Reference: Salesforce Marketing Cloud IP Whitelisting Documentation

NEW QUESTION # 146

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