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Salesforce is one of the most powerful and rapidly growing fields nowadays. Everyone is trying to get the Salesforce Marketing-Cloud-Administrator certification to improve their futures with it. Success in the test plays an important role in the up gradation of your CV and getting a good job or working online to achieve your dreams. The students are making up their minds for the Salesforce Marketing-Cloud-Administrator test but they are mostly confused about where to prepare for it successfully on the first try.

Salesforce Marketing-Cloud-Administrator Certification Exam comprises 60 multiple-choice questions that must be completed within 90 minutes. Marketing-Cloud-Administrator exam covers various topics, including email marketing, contact management, data management, content creation, and reporting. Marketing-Cloud-Administrator Exam also tests the candidate's understanding of various marketing automation tools and features, such as automation studio, journey builder, and email studio.

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Salesforce Marketing Cloud Administrator certification exam covers a wide range of topics, including email marketing, mobile messaging, social media advertising, data management, and analytics. It requires candidates to demonstrate their knowledge and proficiency in various areas, such as creating and managing data extensions, building and executing email campaigns, implementing automation workflows, and analyzing campaign performance.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q53-Q58):

NEW QUESTION # 53

A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounced status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- A. Status remains as Bounced the bounce count is unchanged
- **B. Status is changed to Active and the bounce count is set to Zero**
- C. Status is changed to Active and the bounce count is unchanged
- D. Status is changed to Held for 72 hours and the bounce count is set to Zero

Answer: B

Explanation:

When a subscriber with a Bounced status clicks a link in a Marketing Cloud email:

* Subscriber Status:Salesforce automatically updates their status to Active. This action confirms the email address is valid and re-engages the subscriber.

* Bounce Count:The bounce count is reset to zero. According to Salesforce's Bounce Mail Management documentation:

"If a subscriber clicks a link in an email, their status is updated to Active, and their bounce count is reset to zero." This reset occurs because the click overrides previous bounce history, signaling renewed engagement and deliverability.

NEW QUESTION # 54

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Primary key
- B. Unique Contact Identifier
- **C. Subscriber ID**
- D. Unique Contact email address

Answer: C

Explanation:

Explanation

To link the new data extensions to the existing contact records, the subscriber ID value should be used.

Subscriber ID is a unique identifier for each contact in Marketing Cloud and is automatically generated when a contact is created. It can be used to relate data extensions in Data Designer.

NEW QUESTION # 55

A Marketing Cloud admin has been asked to get the last 30 days of Bounce data from their account.

What should the admin use to get granular bounce data in bulk in a pre-defined format?

- A. Discover Deliverability Complaint Rate Report
- **B. Automation Studio Tracking Extract**
- C. Automation Studio Query Activity
- D. CSV download of bounce data in My Tracking

Answer: B

Explanation:

To get the last 30 days of Bounce data in bulk and in a pre-defined format, a Marketing Cloud admin should use B. Automation Studio Tracking Extract. This tool allows the admin to extract detailed bounce data for a specified period, providing comprehensive insight into delivery issues. The Tracking Extract can output data in a CSV format, which can be imported into other systems for further analysis or reporting.

Reference: Salesforce Help - Tracking Extracts

NEW QUESTION # 56

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. Create a user-initiated message to logged-in customers to send once the website is restored.
- B. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- 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: D

Explanation:

Given the website outage experienced by NTO during a peak shopping period:

* D. Create and send an apology email that includes a discount for a future purchase to all customers:

This action acknowledges the inconvenience caused by the outage and incentivizes customers to return to the site. Offering a discount can help mitigate any negative sentiment and encourage customers to complete their interrupted purchases.

This approach helps to maintain customer goodwill and potentially recover some of the lost sales due to the outage.

NEW QUESTION # 57

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

- A. Conversion Tracking
- B. Web & Mobile Analytics
- C. Google Analytics 360
- **D. Collect Tracking code**

Answer: D

Explanation:

Explanation

The Collect Tracking code is a JavaScript code that is added to a website to capture and send user behavior data to Marketing Cloud. This data is stored in data extensions and can be used for Einstein Recommendations

NEW QUESTION # 58

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