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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q143-Q148):

NEW QUESTION # 143

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. Field Level Encryption
- B. Single Sign on Authentication
- 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 # 144

Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

- A. Create one child business unit for the other brands to share but apply folders and naming conventions.
- B. Create and apply folders with naming conventions in the current account to keep track of brand assets.
- **C. Create child business units for each brand and nest another level of child business units for GEOs.**
- D. Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.

Answer: C

Explanation:

Organizing business units in Salesforce Marketing Cloud for a company with multiple brands and global presence involves creating a structure that allows for brand and regional specific strategies while maintaining centralized control at the enterprise level.

* Create child business units for each brand: This setup allows each brand under the Northern Trail Outfitters umbrella to manage its marketing autonomously while leveraging shared resources and aligning with overarching business strategies.

* Nest child business units for GEOs under each brand: This further categorization allows for localized marketing strategies tailored to geographical nuances, enhancing target marketing efforts and regional compliance.

NEW QUESTION # 145

Setup Assistant provides information and resources for configuring a new Marketing Cloud account.

Which two topics does Setup Assistant cover?

Choose 2 answers

- A. Managing the Enhanced SFTP
- B. Setting up the Data Structure
- **C. Enabling Mobile Connect**
- **D. Configuring Journey Builder**

Answer: C,D

Explanation:

Setup Assistant in Marketing Cloud provides a guided setup for configuring new accounts and covers various topics to streamline the process, including:

* A. Enabling Mobile Connect: This section guides admins through setting up Mobile Connect, which allows them to send SMS and MMS messages to mobile devices.

* C. Configuring Journey Builder: This part of the Setup Assistant helps set up Journey Builder, guiding users on how to create and manage customer journeys effectively.

NEW QUESTION # 146

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key. Which import type could the admin use instead?

- A. Update Only
- **B. Overwrite**
- C. Add and Update
- D. Add Only

Answer: B

Explanation:

When using the Import Wizard to import data into a non-sendable data extension that encounters an error due to the primary key requirement, choosing the "Overwrite" import type is the correct solution. The "Overwrite" option allows the admin to completely replace the existing data in the data extension with the new data from the import file. This type of import does not require a primary key because it does not need to reference individual records for updates or additions; it simply replaces all records in the data extension. Other import types like "Add Only," "Add and Update," and "Update Only" require a primary key to differentiate between records, especially when updating or adding specific records without deleting existing data.

References:

* Salesforce Marketing Cloud Documentation on "Data Management"

NEW QUESTION # 147

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers. They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- **A. IP ramp -up is important to establish a positive sender reputation.**
- B. IP ramp -up can be bypassed, given their historical lack of deliverability issues.
- **C. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.**
- D. IP ramp -up can be accelerated by migrating to pre-warmed IP addresses.

Answer: A,C

NEW QUESTION # 148

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