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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q112-Q117):

NEW QUESTION # 112

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.

Which two terms would they add to their website to accomplish this?

Choose 2 answers

- A. Conversion/Cart Code

- B. Email Conversion Code
- C. Collect Code
- D. Recommendation Code

Answer: C,D

Explanation:

To implement item recommendations during the checkout process using Einstein, Northern Trail Outfitters should: Implement the Collect Code on their website. This JavaScript snippet collects customer behavioral data, which is essential for powering personalized recommendations.

Add the Recommendation Code to the checkout page. This code snippet is responsible for displaying the personalized recommendations generated by Einstein based on the collected data.

Reference: Salesforce Marketing Cloud Einstein Recommendations Implementation Guide

NEW QUESTION # 113

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.

Which two settings should be selected before the admin can configure the Holdback percentage?

Choose 2 answers

- A. Data Extension entry source
- B. Journey re-entry settings
- C. Winner evaluation
- D. Run Once schedule type

Answer: C,D

Explanation:

Explanation

Run Once schedule type and Winner evaluation are two settings that should be selected before the admin can configure the Holdback percentage. Path Optimizer is a feature that allows marketers to test different paths in a journey and select a winner based on a specific metric. To use Path Optimizer, the admin needs to select a schedule type of Run Once, which means the journey will run only once for a single batch of contacts. The admin also needs to select a winner evaluation, which determines how long the test will run and how the winner will be chosen. After selecting these settings, the admin can configure the Holdback percentage, which is the percentage of contacts that will not enter any path until a winner is selected

NEW QUESTION # 114

Northern Trail Outfitters has noticed an issue with their sends today.

Which two links in Setup Home could be used to troubleshoot the issue?!

Choose 2 answers

- A. Create Support Case
- B. Failed Sends
- C. Help and Training
- D. System Status

Answer: B,D

Explanation:

To troubleshoot issues with email sends in Salesforce Marketing Cloud:

* B. Failed Sends: This link in Setup provides detailed logs and reasons why certain sends have failed, which is crucial for diagnosing problems with specific email campaigns.

* D. System Status: Checking the System Status helps determine if there are any ongoing issues with the Salesforce servers that might be impacting email sends globally or regionally.

NEW QUESTION # 115

Northern Trail Outfitters wants to segment audiences based on Sales Cloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Cloud.

- **A. Contact Builder > Data Sources**
- B. Contact Builder > Data Extensions > Synchronized Data Extensions
- C. Setup > Apps > Salesforce Integration
- D. Setup > Data Management > Synchronized Data Extensions

Answer: A

NEW QUESTION # 116

A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

- **A. One -to -Many Relationship**
- B. One -to -One Relationship
- C. Many -to -Many Relationship
- D. Many -to -One Relationship

Answer: A

Explanation:

For linking demographic information to a contact model in Contact Builder:

* A. One-to-Many Relationship: This type of relationship is appropriate when a single contact can have multiple demographic records. It helps to manage and utilize demographic data effectively within personalized marketing campaigns.

This relationship type supports efficient data management and targeting by allowing multiple demographic attributes for a single contact within the marketing database.

NEW QUESTION # 117

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