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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q22-Q27):

NEW QUESTION # 22

Northern Trails Outfitters uses DoubleClick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns. What feature should be recommended?

- A. Google Marketing Platform
- B. Interaction Studio
- C. Einstein AI
- D. **Datorama**

Answer: D

Explanation:

Datorama is a marketing intelligence platform that can integrate data from various sources, such as Marketing Cloud, Google Analytics, Facebook Ads, and DoubleClick Bid Manager, and provide insights and analytics to optimize marketing campaigns.

NEW QUESTION # 23

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format. How could the admin receive a file of the bad data rows to confirm this theory?

- A. Move the File Transfer to its own automation and include a notification email address
- **B. Update the Import definition to include a notification email address**
- C. Update the automation to include a notification email address for Runtime Errors
- D. Move the Import definition to its own automation and include a notification email address

Answer: B

Explanation:

Explanation

Update the Import definition to include a notification email address is how the admin could receive a file of the bad data rows to confirm this theory. Import definition is a type of activity that allows marketers to import data from a file into a data extension or a list in Marketing Cloud. Import definition can be configured to include a notification email address that will receive an email with a link to download a file of the bad data rows after the import is completed. The file will contain the rows that failed to import and the reason for the failure

NEW QUESTION # 24

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute. How would the admin ensure a notification is received when the query fails?

- A. Install the Marketing Cloud App on phone to receive Push Messages
- B. Configure the "Event Notification Service" in Setup with their Email Address
- **C. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings**
- D. Add their Email Address in the Query Activity Notifications Field

Answer: C

Explanation:

To ensure a notification is received when a scheduled query fails, the Marketing Cloud admin should add their email address in the automation settings under "Runtime Error or Skipped Run Notification Settings." This setup in the automation configuration will alert the admin via email if there is a failure in the query's execution, enabling timely identification and resolution of issues.

NEW QUESTION # 25

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account?

Choose 2 answers

- **A. General tracking data at the job level**
- B. Contact data in sendable data extensions
- **C. Contact-specific data at the job level**
- D. Contact data in non-sendable data extensions

Answer: A,C

Explanation:

Explanation

After a Contact Delete request has been processed for subscribers who have been sent an email previously, the following data would still exist in the account:

* Contact-specific data at the job level. This includes data such as open rate, click rate, bounce rate, and unsubscribe rate for each individual contact who received an email. This data is not deleted because it is used for reporting and analytics purposes.

* General tracking data at the job level. This includes data such as total number of sends, opens, clicks, bounces, and unsubscribes for each email job. This data is not deleted because it is used for reporting and analytics purposes. The other options are incorrect because:

* Contact data in non-sendable data extensions. This includes data such as name, address, phone number, and other attributes for each contact. This data is deleted because it is not used for sending emails and it is considered personal information.

* Contact data in sendable data extensions. This includes data such as email address and subscriber key for each contact. This data is deleted because it is used for sending emails and it is considered personal

* information.

NEW QUESTION # 26

A Marketing Cloud admin wants to check the status of a salesforce contacts in All Subscribers. The account is connected to their salesforce org via Marketing Cloud Connect.

Which subscriber key should be used to search for the contact in All Subscribers?

- A. Numeric Subscriber ID
- B. 18-digit Contact ID
- C. Email Address
- D. 15-digit contact ID

Answer: B

Explanation:

To search for a Salesforce contact in All Subscribers, the admin should use the 18-digit contact ID as the subscriber key. This is because Marketing Cloud Connect uses the 18-digit contact ID as the subscriber key for contacts synchronized from Salesforce. The email address is not a reliable identifier as it can change or be duplicated

NEW QUESTION # 27

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