

# Free Marketing-Cloud-Administrator Study Material - Marketing-Cloud-Administrator Reliable Dumps Questions



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Salesforce Marketing-Cloud-Administrator (Salesforce Certified Marketing Cloud Administrator) Exam is a certification program designed for professionals who want to demonstrate their expertise in managing and administering the Salesforce Marketing Cloud platform. Marketing-Cloud-Administrator Exam Tests the candidate's knowledge and skills in various areas, including email marketing, data management, campaign automation, customer journey mapping, and analytics.

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## Marketing-Cloud-Administrator Reliable Dumps Questions, Latest Marketing-Cloud-Administrator Braindumps Questions

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## Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q103-Q108):

### NEW QUESTION # 103

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

**Answer: C**

Explanation:

Explanation

When a subscriber clicks a link in an email, their status is changed from Bounced to Active, and their bounce count is reset to zero.

This indicates that the subscriber's email address is valid and reachable

#### NEW QUESTION # 104

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters. How could the Marketing Cloud admin address this issue?

- A. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter
- B. Import employee email addresses into All Subscribers with an "Active status"
- C. Ensure employees have opted in to the test email list or data extension
- D. Ask employees to use personal email addresses instead of corporate email addresses

**Answer: A**

#### NEW QUESTION # 105

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer In which two ways should the admin configure Data Designer to allow this data to be used within a journey?

Choose 2 answers

- A. Link the Customers data extension to the data model using Email Address
- B. Link the Customers data extension to the data model using Customer ID
- C. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- D. Link the Orders data extension to the Customers data extension using a One-to-Many relationship

**Answer: B,D**

Explanation:

To configure the data model in Marketing Cloud for effective use in Journey Builder:

Customer ID Linkage: Connect the Customers data extension to the data model using the Customer ID. This serves as a unique identifier to relate customer records across different data extensions.

One-to-Many Relationship: Establish a One-to-Many relationship between the Orders data extension and the Customers data extension. This setup accurately reflects that each customer can have multiple orders but each order is linked to only one customer, facilitating targeted messaging based on order status.

Reference: Salesforce Marketing Cloud Data Designer Documentation

#### NEW QUESTION # 106

Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams. How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- A. Deploy separate Publication Lists for each region within one account
- B. Filter data view permissions at the subscriber level
- C. Separate regions into business units and apply Subscriber Filters
- D. Deploy Multi-Org with a single Marketing Cloud Account

**Answer: C**

Explanation:

To ensure subscriber data is appropriately segregated between the EMEA and AMER teams, the Marketing Cloud admin should separate regions into different business units and apply Subscriber Filters. This setup allows for distinct data management and access controls per region, aligning with security and legal requirements. By configuring business units specific to each region, the admin can effectively control data visibility and operations within those regional contexts.

#### NEW QUESTION # 107

A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically, the

manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete the request?

- A. Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- B. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
- **C. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.**
- D. Automation Studio: Create a Report Activity to run every seven days.

**Answer: C**

Explanation:

Explanation

To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period.

## NEW QUESTION # 108

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