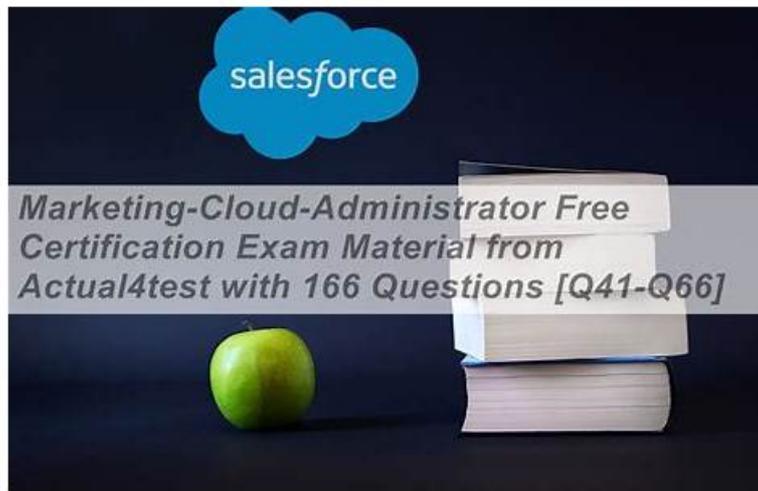# Free PDF Pass-Sure Marketing-Cloud-Administrator - Exam Salesforce Certified Marketing Cloud Administrator Exam Material

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Salesforce Marketing-Cloud-Administrator exam is designed to test an individual's knowledge and skills in administering Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Administrator Exam certification is intended for professionals who are responsible for the management and administration of the Marketing Cloud platform. Marketing-Cloud-Administrator exam covers a range of topics, including data management, email marketing, mobile messaging, social media management, and reporting and analytics.

Passing the Salesforce Marketing-Cloud-Administrator Exam requires a deep understanding of Salesforce Marketing Cloud, as well as the ability to apply that knowledge to real-world scenarios. Candidates who pass Marketing-Cloud-Administrator exam will be able to demonstrate their expertise in managing and optimizing marketing campaigns with Salesforce Marketing Cloud, making them valuable assets to any organization that uses this powerful platform to drive growth and profitability.

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Having a Salesforce Marketing-Cloud-Administrator Certification can provide professionals with a competitive advantage in the job market, as it validates their expertise in managing and implementing marketing campaigns using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Administrator Exam certification can also help individuals advance in their careers by

demonstrating their commitment to ongoing learning and professional development. Overall, the Salesforce Certified Marketing Cloud Administrator certification is an essential credential for anyone looking to succeed as a marketing professional in today's digital age.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q70-Q75):

NEW QUESTION # 70
Northern Trail Outfitters has a mobile app.
Which two products would allow them to send push notifications to customers with their mobile app7 Choose 2 answers

- A. Contact Builder
- B. MobilePush
- C. Journey Builder
- D. MobileConnect

Answer: B,C

NEW QUESTION # 71
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. Filter data view permissions at the subscriber level
- B. Deploy separate Publication Lists for each region within one account
- C. Separate regions into business units and apply Subscriber Filters
- D. Deploy Multi-Org with a single Marketing Cloud Account

Answer: C

Explanation:
Explanation
Separating regions into business units and applying subscriber filters is the best way to ensure distinct data integrity across the regions. Subscriber filters allow you to control which subscribers are visible in each business unit based on criteria such as location, language, or preference.

NEW QUESTION # 72
Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrell a. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible Which Marketing Cloud product should NTO purchase as a solution?

- A. Distributed Sending
- B. Analytics Builder
- C. Email Rachments
- D. Content Syndication

Answer: C

Explanation:
Explanation
Email attachments is the Marketing Cloud product that NTO should purchase as a solution. Email attachments allows you to attach files such as PDFs or CSVs to your email messages. The files are stored securely in Marketing Cloud and are not publicly accessible. Distributed sending is not a suitable solution because it allows franchisees to send their own emails using NTO's content, not receive emails from NTO. Content syndication and Analytics Builder are not relevant for this scenario.

NEW QUESTION # 73
Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Original SFTP folder
- B. Selected SFTP folder
- C. Target Data Extension
- D. Safehouse

Answer: D

Explanation:
Explanation
To resolve the issue of the encrypted file being decrypted after the File Transfer Activity completes, the decrypted data would be in the original SFTP folder. The File Transfer Activity can be configured to decrypt an encrypted file using a decryption key provided by NTO. The decrypted file will be placed in the same location as the encrypted file on the SFTP site. The other options are incorrect because:
* Selected SFTP folder. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not allow NTO to select a different SFTP folder for the decrypted file. The decrypted file will be placed in the same location as the encrypted file on the SFTP site.
* Target Data Extension. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not import data into a data extension. The File Transfer Activity only moves files from one location to another, such as from an FTP site to the Safehouse or from the Safehouse to a data extension. To import data into a data extension, NTO needs to use an Import File Activity.
* Safehouse. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not move files to the Safehouse when decrypting them. The File Transfer Activity only moves files to the Safehouse when encrypting them or when transferring them from an
* external FTP site to Marketing Cloud. The Safehouse is a temporary storage location within Marketing Cloud that can be used for staging files before importing them into a data extension.

NEW QUESTION # 74
A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.
Why would the total contact count be less than the total number of contacts from all data sources?

- A. Synchronized contacts are only counted after sending
- B. Only active email subscriber is counted.
- C. Mobile subscribers are not counted as contacts.
- D. There are overlapping contacts in each of the channel

Answer: D

Explanation:
The reason why the total contact count of 500,000 is less than the summed total of email subscribers, synchronized contacts, and mobile subscribers is D. There are overlapping contacts in each of the channels.
This overlap occurs when the same contact is counted across different channels (e.g., a contact might be both an email subscriber and a mobile subscriber), thus leading to a lower total contact count when duplicates are not counted more than once.
Reference: Salesforce Help - Contact Count Calculation

NEW QUESTION # 75
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