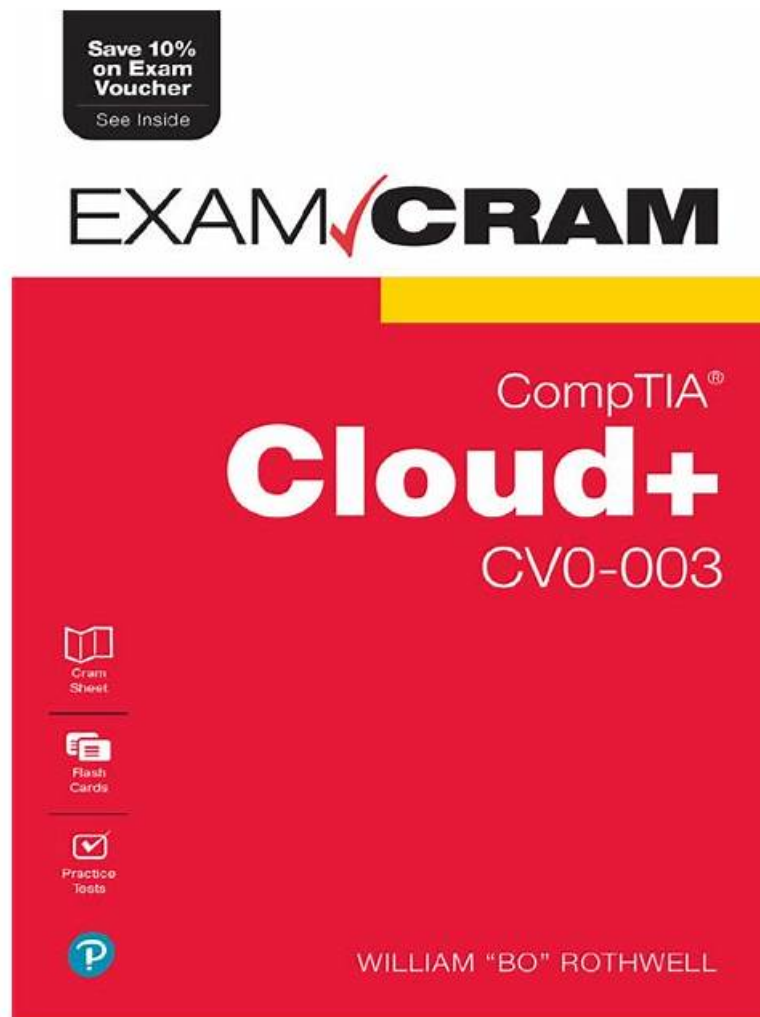


Marketing-Cloud-Administrator Exam Cram Pdf & Test Marketing-Cloud-Administrator Dumps Demo



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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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Salesforce Marketing-Cloud-Administrator Certification is a valuable credential for professionals who want to demonstrate their expertise in managing and administering the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Administrator Exam certification exam tests the knowledge and skills required to configure and manage the Marketing Cloud platform, create and manage data extensions, and create and manage email campaigns. Becoming certified can open up many career opportunities for professionals in the marketing automation industry, and it can help you to stand out from other candidates when applying for jobs in this field.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q138-Q143):

NEW QUESTION # 138

NTO has been noting reduced deliverability when they do large sends. Which part of deliverability is tied to hitting Spam Traps during a send?

- **A. List Hygiene**
- B. Content
- C. Engagement
- D. Authentication

Answer: A

Explanation:

The issue of reduced deliverability tied to hitting spam traps during large email sends is directly related to List Hygiene. Spam traps are often email addresses that are specifically set up by blacklist providers or others to catch spam, and hitting them can severely impact a sender's reputation. Effective list hygiene practices, such as regularly cleaning the email list of inactive or invalid addresses and confirming the opt-in status of subscribers, help avoid these traps and maintain good deliverability.

Reference: Salesforce Help - List Hygiene Best Practices

NEW QUESTION # 139

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 new Enterprise business units for each brand and child business units for each of the brand's GEOs.
- C. Create and apply folders with naming conventions in the current account to keep track of brand assets.
- D. Create child business units for each brand and nest another level of child business units for GEOs.

Answer: D

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 # 140

Northern Trail Outfitters (NTO) has the Discover Reporting Tool.

Which two report types could help NTO drive their mobile adoption strategy?

Choose 2 answers

- A. Deliverability Complaint Rate
- B. Time Between Send and Engagement
- C. Email Performance by Device
- D. Email Sending Performance Report

Answer: B,C

Explanation:

To enhance mobile adoption strategies, Northern Trail Outfitters can leverage the following reports:

A). Email Performance by Device: This report provides insights into how subscribers are interacting with emails across different devices, which can help NTO understand device preferences and optimize their mobile content.

B). Time Between Send and Engagement: This report tracks the time it takes for recipients to engage with emails after they are sent, helping to determine the effectiveness of timing and content across different platforms, including mobile devices.

Reference: Salesforce Help - Discover Reporting Tool

NEW QUESTION # 141

A Contact Delete request has been processed for subscribers who have been sent to previously in a Northern Trail Outfitters account, the action did NOT target all contacts in their account and significant number of contacts which have been sent to remain, Which two data would still exist in the account? Choose 2 answers

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

Answer: A,C

Explanation:

Following a Contact Delete request in Salesforce Marketing Cloud, certain types of data remain within the account:

Contact data in sendable data extensions: This data is not automatically removed through a Contact Delete process unless specifically targeted. It requires separate processes to ensure data is cleansed.

General tracking data at the job level: This includes aggregate performance metrics from email campaigns, which do not store individual contact details but rather overall campaign performance stats.

Reference: Salesforce Marketing Cloud Contact Deletion

NEW QUESTION # 142

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?

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