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## Salesforce Marketing-Cloud-Administrator Exam Questions: Attain Your Professional Career Goals [2026]

To help candidates overcome this challenge, Itcerttest offers authentic, accurate, and genuine Salesforce Marketing-Cloud-Administrator PDF Dumps. When preparing for the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) certification exam, candidates need not worry about their preparation notes or the format of the Marketing-Cloud-Administrator Exam because Itcerttest offers updated Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) practice test material.

Salesforce Certified Marketing Cloud Administrator Exam is a certification test designed to measure an individual's proficiency in the field of Salesforce Marketing Cloud administration. The test is aimed at individuals who have a thorough understanding of the Marketing Cloud platform and are responsible for implementing, maintaining, and optimizing Marketing Cloud solutions for their organization. Marketing-Cloud-Administrator exam covers various aspects of Marketing Cloud administration, including email marketing, mobile marketing, social media marketing, data management, and reporting.

Salesforce Marketing-Cloud-Administrator Certification is a highly sought-after certification in the marketing industry. Salesforce Certified Marketing Cloud Administrator Exam certification validates an individual's knowledge of the Salesforce Marketing Cloud platform and their ability to administer marketing campaigns using the platform. Salesforce Certified Marketing Cloud Administrator

Exam certification exam tests an individual's understanding of the core features and functionality of the Marketing Cloud platform, including email marketing, mobile messaging, social media marketing, and advertising.

## **Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q68-Q73):**

### **NEW QUESTION # 68**

A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

- A. Tokenized Sending
- B. Field level Encryption
- C. Key Management
- D. Transparent Data Encryption

**Answer: A**

### **NEW QUESTION # 69**

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?

- A. AMPscript for Marketing Cloud
- B. Google Analytics 360
- C. Parameter Manager
- D. Marketing Cloud Connect

**Answer: C**

Explanation:

To automatically add tracking parameters to links in emails:

\* Parameter Manager: Utilize the Parameter Manager in Marketing Cloud to configure and automatically append a set of predefined

tracking parameters to all links within emails. This tool streamlines the process and ensures consistency across all sent emails.

\* Efficiency and Consistency: By using Parameter Manager, admins can ensure that all emails sent via Email Studio include the necessary tracking parameters without the need for manual entry or customization for each email.

### **NEW QUESTION # 70**

A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

- A. Tokenized Sending
- B. Field level Encryption
- C. Key Management
- D. Transparent Data Encryption

**Answer: A**

Explanation:

Explanation

To ensure sensitive information needed for email sends is not imported and stored in Marketing Cloud, NTO should implement Tokenized Sending<sup>4</sup>. Tokenized Sending is a feature that allows NTO to send emails using encrypted tokens instead of actual email addresses. The tokens are generated by an external system and stored in a secure database outside of Marketing Cloud. When NTO sends an email, Marketing Cloud sends the token to the external system, which decrypts it and returns the actual email address. This way, NTO can avoid importing and storing sensitive information in Marketing Cloud. The other options are incorrect because:

\* Transparent Data Encryption. This is a feature that encrypts data at rest in Marketing Cloud using encryption keys managed by Salesforce. However, this feature does not prevent NTO from importing and storing sensitive information in Marketing Cloud; it only protects it from unauthorized access<sup>5</sup>.

\* Key Management. This is a feature that allows NTO to manage their own encryption keys for data at rest in Marketing Cloud

using an external key management system. However, this feature does not prevent NTO from importing and storing sensitive information in Marketing Cloud; it only gives them more control over their encryption keys.

\* Field Level Encryption. This is a feature that encrypts specific fields in data extensions using encryption keys managed by NTO. However, this feature does not prevent NTO from importing and storing sensitive information in Marketing Cloud; it only encrypts it within data extensions.

### NEW QUESTION # 71

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.

What should NTO do to create this audience?

- A. Journey
- B. Data Filters
- **C. Measures**
- D. SQL Queries

**Answer: C**

### NEW QUESTION # 72

Northern Trail Outfitters (NTO) Is building a journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.

Which activity would allow them to build the journey with the fewest activities possible?

- A. Einstein STO
- B. Wait Until Date
- **C. Engagement Split**
- D. Join

**Answer: C**

Explanation:

Salesforce Sidekick

For Northern Trail Outfitters' scenario, where they need to send one of three different emails randomly to new subscribers within a journey, the most suitable activity to accomplish this with the fewest steps would be using:

B). Engagement Split

However, the correct answer for randomly distributing different email versions in a journey is not listed among the options provided under typical usage. Normally, the Engagement Split is used to branch the journey based on how subscribers interact with emails (e.g., opens or clicks).

The ideal solution for NTO's need to send one of several different emails at random would be the "Random Split" activity in Journey Builder, which is not listed in the options. Since the closest option provided that would allow for varying paths (though not randomly) is the Engagement Split, it could be considered, but it does not fulfill the requirement as described.

Therefore, based on the given options and the actual functionality needed:

There seems to be a misunderstanding in the options provided. Normally, a "Random Split" would be used in this case.

If we must choose from the available options, none directly fulfill the requirement of randomly sending different email versions with the fewest activities possible.

### NEW QUESTION # 73

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