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## **Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q114-Q119):**

### **NEW QUESTION # 114**

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

**Answer: C,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.

#### **NEW QUESTION # 115**

A Marketing Cloud Administrator noticed a File Drop Automation has been failing on the Import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer import\_. The import is configured to look for a file named Customer import %%Year%%/% Month%%/% Day%%.csv, however, the admin notices the filenames include seconds and milliseconds what should the admin do to fix the issue?

- A. use %%FILENAME\_FROM\_TRIGGER%% in the Import File Activity
- B. Make sure the files placed on the correct subfolder within the SFTP
- C. Use the exact file name used for the trigger in the Import File Activity
- D. Make sure the team has a date stamp to avoid duplication

**Answer: A**

#### **NEW QUESTION # 116**

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

\* Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.

\* Contact records will be augmented by relational data tables via Contact Builder.

\* The customer data file will contain 5M records with 40+ attributes.

\* One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.

\* A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- A. Data extensions can store HTML code as an attribute.
- B. Data extensions support Customer ID to be used as Subscriber Key.
- C. Data extensions are necessary for Contact Builder
- D. Data extensions allow for add/update Import activity.

**Answer: D**

Explanation:

The advantages of using data extensions over lists in Marketing Cloud, especially given the complex data needs outlined:

Add/Update Capability: Data extensions support add/update import activities, allowing for the nightly refresh of the customer data from the data warehouse without duplicating records.

Handling Large Data Volumes: Data extensions are more suitable for managing large volumes of data with numerous attributes, such as the scenario described with 5 million records and 40+ attributes.

Reference: Salesforce Marketing Cloud Data Extensions

#### **NEW QUESTION # 117**

Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data. One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system.

Which feature would allow compliance with this requirement?

- A. Identity Verification
- B. IP Allowlist
- C. Audit Trail
- D. **Export Email Allowlist**

**Answer: D**

Explanation:

Explanation

The Export Email Allowlist feature allows the admin to specify a list of email addresses that are authorized to receive data exports from Marketing Cloud. This feature can help protect against misuse of customer data by preventing unauthorized users from exporting data without approval. The other features do not directly address the requirement of restricting data exports.

### NEW QUESTION # 118

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.

Which two terms would they add to their website to accomplish this?

Choose 2 answers

- A. Conversion/Cart Code
- B. Email Conversion Code
- C. **Recommendation Code**
- D. Collect Code

**Answer: C,D**

### NEW QUESTION # 119

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