Marketing-Cloud-Administrator Reliable Real Test & Marketing-Cloud-Administrator Latest Exam Test

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Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) certification after passing the Salesforce Marketing-Cloud-Administrator exam is proof of the capabilities of a candidate.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q67-Q72):

NEW QUESTION # 67
A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.
Which two data would still exist in the account?
Choose 2 answers

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

Answer: C,D

NEW QUESTION # 68
Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.
What is the best way to facilitate this within Contact Builder?

- A. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.
- B. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- C. Create three distinct Attribute Groups that link each data extension directly to Contacts.
- D. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.

Answer: A

NEW QUESTION # 69
A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

- A. One -to -One Relationship
- B. One -to -Many Relationship
- C. Many -to -One Relationship
- D. Many -to -Many Relationship

Answer: B

Explanation:
For linking demographic information to a contact model in Contact Builder:
A). One-to-Many Relationship: This type of relationship is appropriate when a single contact can have multiple demographic records. It helps to manage and utilize demographic data effectively within personalized marketing campaigns.
This relationship type supports efficient data management and targeting by allowing multiple demographic attributes for a single contact within the marketing database.
Reference: Salesforce Help - Data Relationships in Contact Builder

NEW QUESTION # 70
Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscriber however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content.
Which activity would allow NTO to build the journey with the fewest activities possible?

- A. Engagement Split

- B. Join
- C. Einstein STO
- D. Wait Until Date

Answer: B

Explanation:
Explanation
Join is the activity that would allow NTO to build the journey with the fewest activities possible. Join allows you to combine multiple paths into one path based on a common attribute or event. This way, NTO can send five different versions of an initial welcome email using five different paths, and then join them into one path for the follow-up email

NEW QUESTION # 71

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.
Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Remove nonessential data for marketing purposes.
- B. Ensure all available data is included.
- C. Normalize data and fields to prevent redundancy.
- D. Identify and assign appropriate keys to tie records together.
- E. Ensure every data source has a sendable field.

Answer: A,C,D

Explanation:
As the Marketing Cloud admin plans to expand the data model to include SMS and Push channels, it's important to prepare the data model for high data quality:
A). Remove nonessential data for marketing purposes: This helps streamline data management and ensures the data model is not cluttered with irrelevant information, making it easier to manage and use.
B). Identify and assign appropriate keys to tie records together: Proper key management ensures that different data sources can be linked effectively, facilitating a unified view across different marketing channels.
C). Normalize data and fields to prevent redundancy: Normalization reduces data redundancy and inconsistency, which is essential for maintaining data integrity and efficiency in a multi-channel environment.
Reference: Salesforce Help - Data Management Best Practices

NEW QUESTION # 72

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