

# 2025 New Marketing-Cloud-Administrator Exam Questions - Latest Salesforce Certification Marketing-Cloud-Administrator Dumps: Salesforce Certified Marketing Cloud Administrator Exam



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The Marketing-Cloud-Administrator certification exam covers various topics such as email marketing, mobile messaging, social media advertising, campaign management, data management, and analytics. Marketing-Cloud-Administrator exam consists of 60 multiple-choice questions that candidates must complete in 90 minutes. The passing score for the exam is 65%, and the certification is valid for two years. Candidates can take the exam online or at a testing center.

Salesforce Marketing-Cloud-Administrator certification exam is designed to test the knowledge and skills of professionals who work with the Salesforce Marketing Cloud platform. Marketing-Cloud-Administrator Exam is intended for individuals who are responsible for configuring, managing, and implementing various marketing automation tools and campaigns using the platform. Marketing-Cloud-Administrator exam is intended to validate the knowledge and skills needed to effectively manage and optimize marketing campaigns across multiple channels.

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## (Q14-Q19):

### NEW QUESTION # 14

Northern Trail Outfitters has Imported a file Into All Subscribers. They then received a results file stating admin@example.com could NOT be imported.

Which error code would the file contain for this record?

- A. Restricted Values
- B. Invalid Email Address
- **C. List Detective**
- D. Skipped Records

**Answer: C**

Explanation:

When Northern Trail Outfitters imported a file into All Subscribers and received a results file indicating that admin@example.com could not be imported, the likely error code that would appear in the file is B. List Detective. List Detective is a built-in functionality of Marketing Cloud that prevents the addition of email addresses that do not meet certain criteria to ensure list quality and compliance. It automatically blocks common role-based emails or improperly formatted email addresses.

Reference: Salesforce Help - List Detective

### NEW QUESTION # 15

How are publication lists used in the Marketing Cloud?

- A. To manage subscribers in guided and triggered email sends.
- B. To send communication to all subscribers, regardless of opt -in status.
- **C. To allow subscribers to opt-down/out instead of unsubscribing from all.**
- D. To build dynamic content rules by subscriber type.

**Answer: C**

### NEW QUESTION # 16

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts Which two considerations would help NTO determine if a Dedicated IP is the right choice?

Choose 2 answers

- **A. All of NTO's accounts should be on the same stack**
- B. Pre-warmed IP address can be purchased from Salesforce
- C. Length of time needed to pause sending is greater than one month
- **D. Send volume is large enough to maintain a positive or neutral reputation**

**Answer: A,D**

### NEW QUESTION # 17

While setting up marketing Cloud Connect, a marketing cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:

Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud User. Contact your system administrator.

The admin notices the Marketing cloud for AppExchange Admin option is selected when looking for the user settings.

What action should correct the issue?

- **A. Apply the appropriate user mappings in the CRM configuration.**
- B. Apply the Administrator and Marketing Cloud Administrator permission sets to user.
- C. Reset all user passwords to force new tokens
- D. Apply the marketing Cloud for AppExchange User option as well

**Answer: A**

### NEW QUESTION # 18

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,D**

### NEW QUESTION # 19

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