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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q147-Q152):

NEW QUESTION # 147

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.

Which two settings should be selected before the admin can configure the Holdback percentage?

Choose 2 answers

- A. Journey re-entry settings
- B. Winner evaluation
- C. Data Extension entry source
- D. Run Once schedule type

Answer: B,C

Explanation:

To configure a journey using Path Optimizer with a holdback of 60% of the contacts until a winner has been selected, the Marketing Cloud admin needs to set:

A). Data Extension entry source: Ensures the journey is pulling contacts from a specific data extension which can be effectively managed and monitored for the experiment.

D). Winner evaluation: This setting allows the admin to specify how and when the winning path is determined, which is critical to managing the holdback and subsequent path optimization.

Reference: Salesforce Help - Path Optimizer

NEW QUESTION # 148

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

Answer: B,D,E

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.

NEW QUESTION # 149

The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message?

Choose 3 answers

- **A. Personalization strings map to attributes or data extension fields**
- **B. Each content area specified in a dynamic content rule exists.**
- C. Words or phrases used may trigger spam filters.
- D. Grammar and spelling in the email text is correct.
- **E. Correct syntax is used on any AMPScript in the email's code.**

Answer: A,B,E

NEW QUESTION # 150

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

- A. The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.
- **B. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.**
- **C. The consultant should enable deep linking in Marketing Cloud Connect configuration.**
- D. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

Answer: B,C

Explanation:

To enable Sales Cloud users to create and send Marketing Cloud emails:

- * User Mapping: Ensure there is a one-to-one relationship between Sales Cloud and Marketing Cloud users to facilitate seamless functionality and data consistency.
- * Deep Linking: Enable deep linking in Marketing Cloud Connect. This allows Sales Cloud users to access Marketing Cloud features directly from within the Sales Cloud interface, enhancing user experience and efficiency.

NEW QUESTION # 151

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

Answer: A,C

Explanation:

Explanation

To drive their mobile adoption strategy, NTO could use the following two report types from the Discover Reporting Tool:

Email Performance by Device¹. This report shows the number and percentage of email opens and clicks by device type, such as desktop, mobile, or tablet. This report can help NTO understand how their subscribers are engaging with their emails on different devices and optimize their email design and content accordingly.

Time Between Send and Engagement². This report shows the time elapsed between when an email was sent and when a subscriber opened or clicked it. This report can help NTO identify the best time to send emails to their subscribers based on their device preferences and behavior patterns.

NEW QUESTION # 152

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Richard Pugh has a first-class Mathematics degree from the University Marketing-Cloud-Administrator of Bath, Matrix Factorization Matrix Factorization is basically a class of collaborative filtering algorithms.

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