Salesforce Marketing-Cloud-Administrator Relevant Questions - Valid Marketing-Cloud-Administrator Learning Materials

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The Marketing-Cloud-Administrator Exam covers a wide range of topics related to the Marketing Cloud platform, including email marketing, mobile marketing, social media marketing, and advertising. You will also be tested on your knowledge of data management, automation, and analytics. Marketing-Cloud-Administrator exam consists of 60 multiple-choice questions, and you will have 90 minutes to complete the exam.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q71-Q76):

NEW QUESTION # 71
Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer alter an online purchase is made.
What feature could be used to solicit website feedback without navigating away from the email?

- A. Reference Content Block
- B. Dynamic Content Block
- C. Email Form Content Block
- D. Cloud Page forms Content Block

Answer: C

Explanation:
To solicit website feedback directly within an email without navigating away from the email, the feature to use is B. Email Form Content Block. This block allows subscribers to submit feedback directly within the email, enhancing user experience and increasing the likelihood of feedback submission since the subscriber does not need to leave their email environment.
Reference: Salesforce Help - Email Form Content Block

NEW QUESTION # 72
A Marketing Cloud Administrator noticed a File Drop Automation has been falling 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. Make sure the files are placed in the correct subfolder within the SFTP
- B. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity
- 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: B

Explanation:
The error in the File Drop Automation is due to the filename pattern not matching exactly because of additional seconds and milliseconds in the filename. To resolve this issue:
Modify the Import File activity to use the %%FILENAME_FROM_TRIGGER%% personalization string.
This ensures that the Import File activity dynamically accepts the filename exactly as it is uploaded to the SFTP location.
Update the filename pattern in the automation setup to avoid hardcoding the date format and instead rely on the filename that triggered the automation.
By using %%FILENAME_FROM_TRIGGER%%, the automation becomes flexible and will correctly handle any file name that matches the initial pattern triggering the automation, regardless of additional timestamp details.
Reference: Salesforce Marketing Cloud Documentation on Automation Studio and File Drop Triggers

NEW QUESTION # 73

A Marketing Cloud admin wants to ensure email sends exclude their testing prefix of [PREVIEW] in the subject line when deploying from Email Studio.
What should the admin do to prevent the prefix from deploying in live sends?

- A. Require several campaign approvals
- B. Add [PREVIEW] to the subject line validation list
- C. Use Proof instead of [PREVIEW]
- D. Wrap the subject line with AMP script

Answer: D

Explanation:
Explanation
The best way to prevent the prefix [PREVIEW] from deploying in live sends is to wrap the subject line with AMP script that checks if the send is a test send or a live send. For example:
%%[
IF _IsTestSend == true THEN
SET @subject = "[PREVIEW] " + @subject
ENDIF
]%%
Using Proof instead of [PREVIEW] does not solve the problem, as it still shows up in live sends. Adding
[PREVIEW] to the subject line validation list does not prevent it from deploying, but rather prevents any email with [PREVIEW] in the subject line from being saved. Requiring several campaign approvals does not guarantee that the prefix will be removed before sending.

NEW QUESTION # 74
A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.
Which workflow should meet these requirements?

- A. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1
- C. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. File Drop Automation: Import File Activity > SQL Query Activity1 > SQL Query Activity 2

Answer: D

Explanation:
For handling a daily file drop that requires immediate processing:
File Drop Automation: Use File Drop Automation triggered by the presence of a new file on the SFTP. This automatically starts the import and subsequent data handling processes.
Workflow Details: Start with an Import File Activity to load data into the staging data extension, followed by SQL Query Activity 1 to segment the data into one target data extension and SQL Query Activity 2 for the other.
Reference: Salesforce Marketing Cloud Automation Studio

NEW QUESTION # 75
Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.
Which feature should they use?

- A. Lookup reference to Contact Object
- B. Master-detail relationship to Contacts
- C. Field Level Encryption
- D. Tokenized Sending

Answer: D

Explanation:
For Northern Trail Outfitters to avoid storing sensitive information such as email addresses and phone numbers directly in Marketing Cloud, the recommended feature is:

* Tokenized Sending: This method replaces sensitive data with tokens that can be used in communications without exposing actual data values. It helps in maintaining the confidentiality and integrity of personal data while still enabling personalized marketing communications.
* Implementation: Set up Tokenized Sending by configuring the data relationships either through Marketing Cloud Connect or using an external token provider. This ensures that during the send process, the system uses tokens to retrieve and incorporate actual data temporarily without storing it in the database.

NEW QUESTION # 76
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