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Marketing-Cloud-Administrator Reliable Study Materials & Marketing-Cloud-Administrator Guide

If you have Exam-Killer Marketing-Cloud-Administrator Exam Questions, you don't need a person to help you with reading and explaining the facts. This Salesforce Marketing-Cloud-Administrator exam questions material is available in pdf so that anyone can study it without any difficulty. On the other hand, to understand real exam's format, you can easily take Exam-Killer Marketing-Cloud-Administrator Practice Exams. These Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) practice tests help you know how much you can score and if is it the right time to apply for the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) certification exam or if you should wait for a little.

The Salesforce Certified Marketing Cloud Administrator Exam certification exam consists of 60 multiple-choice questions and lasts for 105 minutes. To pass the exam, you need to score at least 65%. Marketing-Cloud-Administrator Exam Fee is \$200, and you can take it online or at a testing center. Salesforce recommends that you have at least six months of experience using Marketing Cloud before taking the certification exam.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q129-Q134):

NEW QUESTION # 129

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will

maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommended to ensure content is displayed properly within the email.

- A. A/B Test content type
- B. AMP script lookup Rows functions
- **C. Dynamic Content Wizard**
- D. AMP script conditional against the Gender field

Answer: C

Explanation:

For displaying content based on gender within an email:

Dynamic Content Wizard in Email Studio: This tool allows the creation of content blocks that change based on subscriber attributes directly within the email. It is user-friendly and does not require advanced technical skills.

Implementation: By using the Gender field in the sendable data extension, the Dynamic Content Wizard can automatically display different content such as men's or women's shoes based on the subscriber's gender, ensuring that the email content is appropriate and targeted.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 130

A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.

What should the admin do to ensure only specific Contacts are synced?

- A. Filter records on a formula field
- B. Filter records created after a specified date
- **C. Filter records on a Boolean field**
- D. Filter existing records in All Subscribers

Answer: C

Explanation:

To sync specific contacts from Sales Cloud to Marketing Cloud without syncing all contacts, particularly when not all contacts need email communications, the admin should use a Boolean field to filter the contacts.

This can be configured in the Contact Builder under Data Sources. A Boolean field allows for a simple true/false condition that can be set in Sales Cloud and used to control which records are synchronized based on their relevance for email communication. This method ensures that only contacts marked true (or false, depending on the setup) are brought into Marketing Cloud, efficiently managing the sync and keeping irrelevant contacts out of the system.

Reference: Salesforce Help - Synchronize Salesforce Data

NEW QUESTION # 131

Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build.

Where should their Marketing Cloud admin set up permissions to allow REST authentication?

- A. Data Management
- B. Salesforce Integration
- **C. Installed Packages**
- D. Security Settings

Answer: C

NEW QUESTION # 132

Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records.

How should the unique identifier of the data model be setup if the MobilePush and Email channels are used within the same account?

- A. Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.

