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Marketing Cloud Administrator Certification Exam certified salary is as follow

- India: 74,479 INR
- Europe: 98,662 Euro
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- United States: 1,09,000 USD

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Salesforce Marketing-Cloud-Administrator certification is a valuable credential for professionals who want to demonstrate their expertise in marketing automation and cloud-based marketing solutions. Salesforce Certified Marketing Cloud Administrator Exam certification exam is designed to test the knowledge and skills of candidates in areas such as email marketing, mobile marketing, social media marketing, and digital advertising. By passing Marketing-Cloud-Administrator Exam, candidates can prove their proficiency in using the Salesforce Marketing Cloud platform to design, execute, and analyze marketing campaigns.

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In the past few years, Marketing-Cloud-Administrator study materials have helped countless candidates pass the Marketing-Cloud-Administrator exam. After having a Marketing-Cloud-Administrator certification, some of them encountered better opportunities for development, some went to great companies, and some became professionals in the field. Marketing-Cloud-Administrator study materials have stood the test of time and market and received countless praises. Through the good reputation of word of mouth, more and more people choose to use Marketing-Cloud-Administrator Study Materials to prepare for the Marketing-Cloud-Administrator exam, which makes us very gratified. Please be assured that we will stand firmly by every warrior who will pass the exam. Marketing-Cloud-Administrator study materials have the following characteristics:

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q114-Q119):

NEW QUESTION # 114

To prevent retention of stagnant data, Northern Trail Outfitters (NTO) wants any inactive data stored in data extensions to be cleared after 12 months.

What action should NTO take?

- A. Apply a row-based retention to each data extension as it is created, set to 12 months
- B. Configure the business unit data retention setting to 12 months
- C. Set inactive date to be automatically cleared after one year, but is recoverable
- D. Configure the Enterprise-wide default retention to one year

Answer: A

Explanation:

To clear inactive data stored in data extensions after 12 months, NTO should apply a row-based retention to each data extension as it is created, set to 12 months. This will delete any records that have not been modified in the last 12 months. Row-based retention can be applied to individual data extensions or data extension templates

NEW QUESTION # 115

A Marketing Cloud Administrator noticed a File Drop Automation has been failing 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 team has a date stamp to avoid duplication
- B. Make sure the files are placed in the correct subfolder within the SFTP
- C. Use the exact file name used for the trigger in the Import File Activity
- D. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity

Answer: D

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 # 116

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.

Which feature should they use?

- A. Master-detail relationship to Contacts
- B. Tokenized Sending

- C. Field Level Encryption
- D. Lookup reference to Contact Object

Answer: B

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.

Reference: Salesforce Marketing Cloud Tokenized Sending

NEW QUESTION # 117

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day. As a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return to the site and continue their shopping.

What action should NTO take?

- A. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- **B. Create a user-initiated message to logged-in customers to send once the website is restored.**
- C. Create and send an apology email that includes a discount for a future purchase to all customers
- D. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.

Answer: B

NEW QUESTION # 118

Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams.

How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- **A. Separate regions into business units and apply Subscriber Filters**
- B. Deploy separate Publication Lists for each region within one account
- C. Deploy Multi-Org with a single Marketing Cloud Account
- D. Filter data view permissions at the subscriber level

Answer: A

Explanation:

Explanation

Separating regions into business units and applying subscriber filters is the best way to ensure distinct data integrity across the regions. Subscriber filters allow you to control which subscribers are visible in each business unit based on criteria such as location, language, or preference.

NEW QUESTION # 119

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