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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q120-Q125):

NEW QUESTION # 120

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

Answer: B,D

Explanation:

Explanation

Each user should have a one-to-one relationship between Marketing Cloud and Sales Cloud to send emails from Sales Cloud, and the Create Email feature should be enabled on the user profile to allow users to create emails in Sales Cloud. B is incorrect because deep linking is not related to creating and sending emails from Sales Cloud. D is incorrect because Sales Cloud users do not need to have System Administrator Profile and a Role at the top of the Role Hierarchy to send emails from Sales Cloud.

NEW QUESTION # 121

Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists. How should the user be updated to allow the analyst the appropriate access?

- A. Add Marketing Cloud Security Administrator
- **B. Remove Marketing Cloud Viewer**
- C. Add Distributed Sending user
- D. Remove Marketing Cloud Channel manager

Answer: B

Explanation:

Explanation

Removing Marketing Cloud Viewer role from the user would allow the analyst to import contact lists. The Marketing Cloud Viewer role is a read-only role that prevents users from performing any actions on data or content. The Marketing Cloud Channel Manager role already grants the user permission to import contact lists. The other options would not solve the problem or are unnecessary.

NEW QUESTION # 122

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted. Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- **A. File Transfer Activity**
- B. Data Extract Activity
- C. Import Activity
- D. Decryption Activity

Answer: A

Explanation:

Explanation

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

NEW QUESTION # 123

Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud. What should the Marketing Cloud admin consider when sending from the new IP Address?

- **A. Sending in large volumes will alert ISPs the new IP Address is now in use.**
- B. The IP address is on reserve, is already in use, and has an email sending history.
- C. Building desirable sending history and data will be variable based on list size and engagement.
- D. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.

Answer: A

NEW QUESTION # 124

Northern Trail Outfitters (NTO) uses Sender Authentication Package (SAP) for branding purposes. Their German business unit is configured with the SAP domain de.ntomarketing .com

The German NTO team is preparing for a campaign and wants to use customized Cloud Pages with the domain de-special.ntomarketing.com.

How could the Marketing Cloud admin meet this requirement?

- A. CloudPages must use the SAP domain
- **B. Purchase a new private Domain for use in CloudPages**
- C. CloudPages must use pages.ntomarketing.com
- D. Purchase a new SAP for de-special.ntomarketing.com

Answer: B

Explanation:

Explanation

Purchasing a new private domain for use in CloudPages allows the admin to use a customized domain name for CloudPages, such as de-special.ntomarketing.com. This domain can be different from the SAP domain, which is used for email branding and deliverability. The other options are not feasible or correct.

NEW QUESTION # 125

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