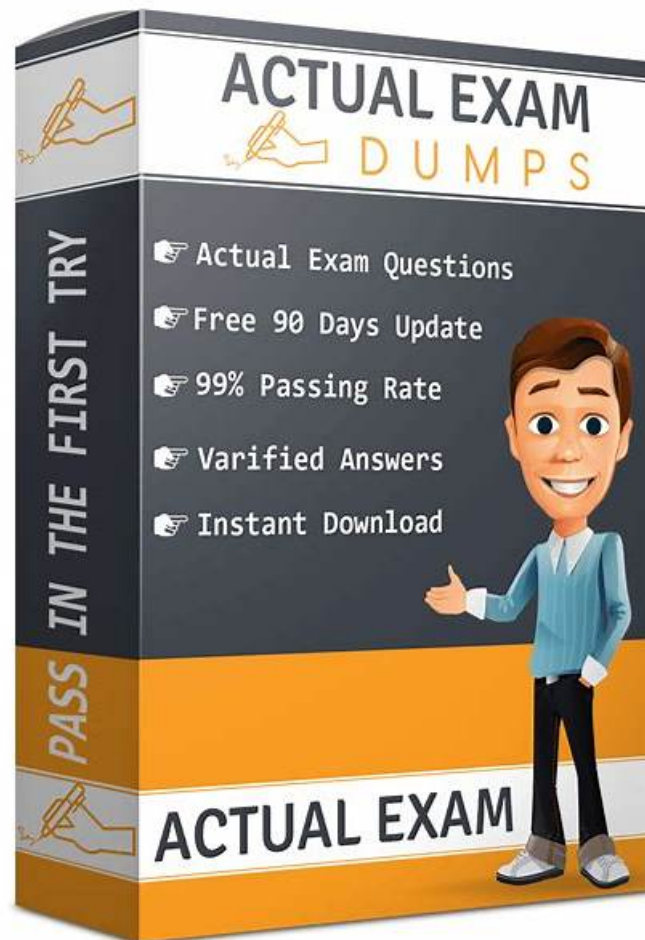


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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q106-Q111):

NEW QUESTION # 106

A Marketing Cloud admin is setting up Northern Trail Outfitter's newest business units and several users to assign to the new business units.

How would the admin assign users to the business units?

- A. Search for the individual user, select their name and click Edit Business Units.
- B. Re-import the users to update their assigned business units
- C. Give permissions to users at top-level account to assign their own business units.
- D. Search for the individual user, select their name, and click Manage Business Units.

Answer: A

Explanation:

To assign users to specific business units in Salesforce Marketing Cloud, an admin can manage this directly through the user configuration settings:

* Search for the individual user: Navigate to the Users section in Setup.

* Select their name and click Edit Business Units: This action allows the admin to manage the business units that the user has access to, enabling or disabling access as required for the new or existing business units.

NEW QUESTION # 107

What should be confirmed to ensure Journey Builder directs the subscribers correctly?

- A. Filter Contacts are enabled to refine the audience.
- B. Contract Data is used for the Decision Split.
- C. Journey Data is used for the Decision Split.
- D. Entry Source attributes are available in Journey Settings.

Answer: C

Explanation:

In Salesforce Marketing Cloud's Journey Builder, ensuring that "Journey Data" is utilized for decision splits is crucial for accurately directing subscribers through the journey based on real-time interactions or behaviors captured at the point of entry. Journey Data references attributes from the Entry Source, allowing for dynamic pathing based on data specific to each subscriber's interaction within the journey itself, thus enabling personalized and relevant experiences based on up-to-date information.

NEW QUESTION # 108

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.

Which network(s) support lookalike audiences directly from Advertising Studio?

- A. Twitter
- B. Google and Facebook
- **C. Facebook**
- D. Facebook and Twitter

Answer: C

Explanation:

Advertising Studio supports lookalike audiences directly from Facebook only. For other networks, such as Google and Twitter, Advertising Studio can create audience segments based on Marketing Cloud data and export them to the network's platform, where the lookalike audience can be created manually.

NEW QUESTION # 109

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication.

What would be achieved with SAP?

- **A. Image URLs are wrapped with the appropriate brand URL**
- B. A different click domain can be used for each brand
- C. The out-of-the-box profile center will display NTO branding
- D. A Dedicated IP is automatically warmed up

Answer: A

Explanation:

Explanation

The Sender Authentication Package (SAP) allows the image URLs to be wrapped with the appropriate brand URL, which enhances the branding and deliverability of the emails. The SAP does not affect the profile center branding, the click domain, or the IP warming.

NEW QUESTION # 110

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

What action should be taken?

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

Answer: C

Explanation:

Explanation

Apply a Row Based Retention to each data extension as it is created, set to 12 months is the action that should be taken. Row Based Retention is a setting that allows marketers to specify how long records in a data extension should be retained based on their creation or modification date. By applying a Row Based Retention of 12 months to each data extension, any inactive data that is older than 12 months will be automatically deleted from the data extension

NEW QUESTION # 111

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