

Actual Marketing-Cloud-Administrator Test Answers, Marketing-Cloud-Administrator Reliable Exam Sims



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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q133-Q138):

NEW QUESTION # 133

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. Installed Packages**
- C. Security Settings
- D. Salesforce Integration

Answer: B

Explanation:

Explanation

Installed Packages is where their Marketing Cloud admin should set up permissions to allow REST authentication. Installed Packages are containers that hold API integrations, components, and permissions in Marketing Cloud. To use the REST API for an external application, the admin needs to create an installed package and configure the API integration settings, such as authentication method, scope, and redirect URI. The admin also needs to assign permissions to the installed package to grant access to specific Marketing Cloud features and data

NEW QUESTION # 134

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:

Explanation

To avoid storing email addresses or phone numbers within Marketing Cloud, NTO should use Tokenized Sending². Tokenized Sending is a feature that allows NTO to send emails or SMS messages using encrypted tokens instead of actual email addresses or phone numbers. The tokens are generated by an external system and stored in a secure database outside of Marketing Cloud. When NTO sends an email or SMS message, Marketing Cloud sends the token to the external system, which decrypts it and returns the actual email address or phone number. This way, NTO can avoid storing sensitive information in Marketing Cloud. The other options are incorrect because:

* Field Level Encryption. This is a feature that encrypts specific fields in data extensions using encryption keys managed by NTO. However, this feature does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only encrypts them within data extensions.

* Lookup reference to Contact Object. This is a method that allows NTO to use a lookup field in a data extension to reference a contact attribute from the Contact Object in Contact Builder. However, this method does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only reduces the duplication of data across data extensions.

* Master-detail relationship to Contacts. This is a type of relationship that allows NTO to link a data extension to the Contacts data model in Contact Builder. However, this type of relationship does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only enables them to use contact attributes for personalization and segmentation.

NEW QUESTION # 135

A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically, the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete the request?

- A. Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- B. Automation Studio: Create a Report Activity to run every seven days.
- **C. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.**
- D. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.

Answer: C

Explanation:

To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period.

NEW QUESTION # 136

An email manager was anticipating a test email to arrive in their inbox.

Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Reports > Administrator Reports > Email Send Report
- B. My Tracking > A/B Testing
- C. My Tracking > Test Send Emails
- D. My Reports > Administrator Reports > Email Sends By User

Answer: C

Explanation:

Explanation

To view the test emails that have been sent from Email Studio, the Marketing Cloud admin can go to My Tracking > Test Send Emails3. This page shows the details of each test email, such as the subject line, sender name, recipient email, and status3. The other options are not relevant for viewing test emails.

NEW QUESTION # 137

Northern Trails Outfitters uses DoubleClick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A. Einstein AI
- B. Interaction Studio
- C. Datorama
- D. Google Marketing Platform

Answer: C

Explanation:

Datorama is a marketing intelligence platform that can integrate data from various sources, such as Marketing Cloud, Google Analytics, Facebook Ads, and DoubleClick Bid Manager, and provide insights and analytics to optimize marketing campaigns.

NEW QUESTION # 138

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