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Originating the Marketing-Cloud-Administrator exam questions of our company from tenets of offering the most reliable backup for customers, and outstanding results have captured exam candidates' heart for their functions. Our Marketing-Cloud-Administrator practice materials can be subdivided into three versions. All those versions of usage has been well-accepted by them. They are the PDF, Software and APP online versions of our Marketing-Cloud-Administrator Study Guide.

To become a certified Salesforce Marketing Cloud Administrator, candidates must pass the Marketing-Cloud-Administrator Exam, which comprises 60 multiple-choice questions that must be answered within 105 minutes. Marketing-Cloud-Administrator exam covers various topics, such as email marketing best practices, data management, campaign automation, analytics, and customer journey mapping. Successful candidates will receive a certification that is valid for two years, after which they must retake the exam to maintain their certification.

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## Marketing-Cloud-Administrator New Question - Dumps Marketing-Cloud-

## Administrator Questions

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### Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q95-Q100):

#### NEW QUESTION # 95

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. Field Level Encryption
- C. Master-detail relationship to Contacts
- **D. Tokenized Sending**

**Answer: D**

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 # 96

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

**Answer: B**

Explanation:

Explanation

To assign users to the business units, the admin should search for the individual user, select their name, and click Manage Business Units. This will allow the admin to select which business units the user can access and what role they have in each business unit. The Edit Business Units option is not available for users

#### NEW QUESTION # 97

A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails. Where under Setup could this be created?

- A. Account Settings

- **B. Content Builder Settings**
- C. Emails Studio Settings
- D. Campaign Settings

**Answer: B**

Explanation:

Explanation

The Content Builder Settings under Setup allow the admin to create a default Header and Footer for emails.

These settings apply to emails created in Content Builder only. The other settings do not have an option to create a default Header and Footer for emails.

#### NEW QUESTION # 98

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscriber however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content.

Which activity would allow NTO to build the journey with the fewest activities possible?

- **A. Join**
- B. Wait Until Date
- C. Einstein STO
- D. Engagement Split

**Answer: A**

Explanation:

Explanation

Join is the activity that would allow NTO to build the journey with the fewest activities possible. Join allows you to combine multiple paths into one path based on a common attribute or event. This way, NTO can send five different versions of an initial welcome email using five different paths, and then join them into one path for the follow-up email

#### NEW QUESTION # 99

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.

What should NTO do to create this audience?

- A. SQL Queries
- B. Data Filters
- C. Journey
- **D. Measures**

**Answer: D**

#### NEW QUESTION # 100

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