

Marketing-Cloud-Administrator Reliable Test Pattern, Reliable Marketing-Cloud-Administrator Test Bootcamp



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Salesforce Marketing-Cloud-Administrator certification exam is designed for professionals who want to validate their expertise in Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Administrator Exam certification exam is one of the most popular and sought-after certifications for marketers who want to enhance their skills in digital marketing. It is an entry-level certification that validates your understanding of Marketing Cloud features, functionality, best practices, and how to use it to drive business growth.

To prepare for the Marketing-Cloud-Administrator certification exam, candidates can take the official Salesforce training courses or study the documentation and resources available on the Salesforce website. Candidates can also join online communities and forums to connect with other professionals who have already passed the exam and gain insights on their experience and tips on how to

prepare for the exam. Passing the Marketing-Cloud-Administrator Certification Exam demonstrates that the candidate has a deep understanding of the Salesforce Marketing Cloud platform and can effectively manage and administer marketing campaigns across various channels.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q24-Q29):

NEW QUESTION # 24

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMP script.

The Company collects the following information:

- Customer data (email address, first name, last name...).
- Event registration (email address, event ID, event name, event type, venue ID...).
- Venue details (venue ID, venue name, venue address...).
- Payment details (email address, event ID, total paid...).

The Company does not want to link everything in Contact Builder.

Which are the two data sources that must be incorporated inside Contact Builder?

Choose 2 answers.

- **A. Event Registration**
- B. Venue Details
- C. Payment Details
- **D. Customer Data**

Answer: A,D

Explanation:

For the entertainment company's setup using Contact Builder and Journey Builder, the two data sources essential to incorporate are:

* A. Customer Data: This is crucial because it includes basic customer identifiers such as email addresses, which are necessary for sending emails and personalizing communications.

* B. Event Registration: This data is critical as it contains the event-specific details needed for the decision splits in the journey, such as event ID, event type, and event name, which will determine the content of emails, including dynamic venue details through AMPscript.

These data sources ensure that the journeys can be personalized and targeted based on the customer's registered events, enhancing the relevance and effectiveness of the communications.

NEW QUESTION # 25

A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.

What should the admin do to ensure only specific Contacts are synced?

- A. Filter existing records in All Subscribers
- **B. Filter records on a Boolean field**
- C. Filter records on a formula field
- D. Filter records created after a specified date

Answer: B

Explanation:

To sync specific contacts from Sales Cloud to Marketing Cloud without syncing all contacts, particularly when not all contacts need email communications, the admin should use a Boolean field to filter the contacts.

This can be configured in the Contact Builder under Data Sources. A Boolean field allows for a simple true/false condition that can be set in Sales Cloud and used to control which records are synchronized based on their relevance for email communication. This method ensures that only contacts marked true (or false, depending on the setup) are brought into Marketing Cloud, efficiently managing the sync and keeping irrelevant contacts out of the system.

Reference: Salesforce Help - Synchronize Salesforce Data

NEW QUESTION # 26

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommend to ensure content is displayed properly within the email.

- A. AMP script lookup Rows functions
- **B. Dynamic Content Wizard**
- C. A/B Test content type
- D. AMP script conditional against the Gender field

Answer: B

Explanation:

For displaying content based on gender within an email:

* Dynamic Content Wizard in Email Studio: This tool allows the creation of content blocks that change based on subscriber attributes directly within the email. It is user-friendly and does not require advanced technical skills.

* Implementation: By using the Gender field in the sendable data extension, the Dynamic Content Wizard can automatically display different content such as men's or women's shoes based on the subscriber's gender, ensuring that the email content is appropriate and targeted.

NEW QUESTION # 27

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format. How could the admin receive a file of the bad data rows to confirm this theory?

- **A. Update the Import definition to include a notification email address**
- B. Move the File Transfer to its own automation and include a notification email address
- C. Move the Import definition to its own automation and include a notification email address
- D. Update the automation to include a notification email address for Runtime Errors

Answer: A

NEW QUESTION # 28

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.

Which two terms would they add to their website to accomplish this?

Choose 2 answers

- A. Email Conversion Code
- **B. Conversion/Cart Code**
- C. Recommendation Code
- **D. Collect Code**

Answer: B,D

Explanation:

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