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Salesforce Marketing-Cloud-Administrator (Salesforce Certified Marketing Cloud Administrator) Exam is a certification exam designed for professionals who are responsible for administrating the Salesforce Marketing Cloud platform. Marketing-Cloud-Administrator exam tests the candidate's knowledge of the Marketing Cloud platform and its features, as well as their ability to manage and maintain it effectively. The Marketing-Cloud-Administrator certification demonstrates the candidate's expertise in configuring, customizing, and optimizing Marketing Cloud solutions to meet the needs of their organization.

To earn the Salesforce Marketing-Cloud-Administrator Certification, candidates must pass a 60-question multiple-choice exam that covers a wide range of topics related to the Salesforce Marketing Cloud platform. These topics include email marketing, mobile messaging, social media advertising, data management, and analytics. Candidates are given 90 minutes to complete the exam, and must score at least 65% to pass.

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It is universally acknowledged that Salesforce certification can help present you as a good master of some knowledge in certain areas, and it also serves as an embodiment in showcasing one's personal skills. However, it is easier to say so than to actually get the Salesforce certification. We have to understand that not everyone is good at self-learning and self-discipline, and thus many people need outside help to cultivate good study habits, especially those who have trouble in following a timetable. To handle this, our Marketing-Cloud-Administrator test training will provide you with a well-rounded service so that you will not lag behind and finish your daily task step by step. At the same time, our Marketing-Cloud-Administrator study torrent will also save your time and energy in well-targeted learning as we are going to make everything done in order that you can stay focused in learning our Marketing-Cloud-Administrator study materials without worries behind. We are so honored and pleased to be able to read our detailed introduction and we will try our best to enable you a better understanding of our Marketing-Cloud-Administrator test training better.

Salesforce Marketing-Cloud-Administrator Certification Exam is a valuable certification for professionals in the digital marketing

field. It demonstrates your expertise in the Salesforce Marketing Cloud platform and enhances your marketability. If you are looking to advance your career in digital marketing, obtaining this certification is a step in the right direction.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q102-Q107):

NEW QUESTION # 102

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory. How should this setup be achieved?

- **A. All child business units should have an individual SFTP user**
- B. Child business unit SFTP user should be created
- C. Each business unit should have multiple SFTP users
- D. Copy the parent SFTP user into each child business unit

Answer: A

NEW QUESTION # 103

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- **A. Normalize data and fields to prevent redundancy.**
- B. Ensure all available data is included.
- **C. Identify and assign appropriate keys to tie records together.**
- D. Ensure every data source has a sendable field.
- **E. Remove nonessential data for marketing purposes.**

Answer: A,C,E

Explanation:

As the Marketing Cloud admin plans to expand the data model to include SMS and Push channels, it's important to prepare the data model for high data quality:

A). Remove nonessential data for marketing purposes: This helps streamline data management and ensures the data model is not cluttered with irrelevant information, making it easier to manage and use.

B). Identify and assign appropriate keys to tie records together: Proper key management ensures that different data sources can be linked effectively, facilitating a unified view across different marketing channels.

C). Normalize data and fields to prevent redundancy: Normalization reduces data redundancy and inconsistency, which is essential for maintaining data integrity and efficiency in a multi-channel environment.

Reference: Salesforce Help - Data Management Best Practices

NEW QUESTION # 104

Northern Trail Outfitters wants to segment audiences based on SalesCloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Cloud.

- **A. Setup > Data Management > Synchronized Data Extensions**
- B. Setup > Apps > Salesforce Integration
- C. Contact Builder > Data Sources
- D. Contact Builder > Data Extensions > Synchronized Data Extensions

Answer: A

Explanation:

To configure Sales Cloud objects to be synced and leveraged in Marketing Cloud, the Marketing Cloud admin should navigate to "Setup > Data Management > Synchronized Data Extensions" in Marketing Cloud. This path allows the admin to set up and manage the synchronization of specific Sales Cloud data objects and fields into Marketing Cloud, enabling the creation of segmented audiences based on this data.

NEW QUESTION # 105

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Original SFTP folder
- B. Safehouse
- C. Target Data Extension
- **D. Selected SFTP folder**

Answer: D

NEW QUESTION # 106

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit.

What could explain this behavior?

- A. The user gets Added to a blocklist that causes an Enterprise level unsubscribe
- B. Data in data extensions corresponding to the customer
- **C. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe**
- D. The user Is getting deleted from the AN Subscribers list

Answer: C

Explanation:

Explanation

Business unit unsubscribe setting causes an Enterprise level unsubscribe is what could explain this behavior.

Business unit unsubscribe setting is a setting that determines how unsubscribes are handled across different business units in an account. If this setting is enabled, when a subscriber unsubscribes from an email sent from one business unit, they will also be unsubscribed from all other business units in the account. This is also known as an Enterprise level unsubscribe

NEW QUESTION # 107

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