

Salesforce Marketing-Cloud-Administrator Latest Learning Materials, Reliable Marketing-Cloud-Administrator Exam Practice



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Marketing Cloud Administrator Certification Exam format are as follow

Format: Multiple choices, multiple answers

- Length of Examination: 105 minutes
- Number of Questions: 60
- Passing score: 67%
- Language: English

Salesforce Certified Marketing Cloud Administrator Exam is a certification test designed to measure an individual's proficiency in the field of Salesforce Marketing Cloud administration. The test is aimed at individuals who have a thorough understanding of the Marketing Cloud platform and are responsible for implementing, maintaining, and optimizing Marketing Cloud solutions for their organization. Marketing-Cloud-Administrator Exam covers various aspects of Marketing Cloud administration, including email marketing, mobile marketing, social media marketing, data management, and reporting.

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The Marketing-Cloud-Administrator Certification Exam covers various topics such as email marketing, mobile messaging, social media advertising, campaign management, data management, and analytics. Marketing-Cloud-Administrator exam consists of 60 multiple-choice questions that candidates must complete in 90 minutes. The passing score for the exam is 65%, and the certification is valid for two years. Candidates can take the exam online or at a testing center.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q118-Q123):

NEW QUESTION # 118

Setup Assistant provides information and resources for configuring a new Marketing Cloud account.

Which two topics does Setup Assistant cover?

Choose 2 answers

- A. Configuring Journey Builder
- B. Setting up the Data Structure
- C. Managing the Enhanced SFTP
- D. Enabling Mobile Connect

Answer: B,C

Explanation:

Explanation

Setup Assistant covers the following two topics:

* Setting up the Data Structure. This topic provides information and resources for configuring the data structure in Marketing Cloud, such as creating data extensions, importing data, setting up data retention

* policies, and managing subscriber status.

* Enabling Mobile Connect. This topic provides information and resources for enabling Mobile Connect in Marketing Cloud, such as creating keywords, setting up short codes or long codes, creating text messages, and sending text messages. The other options are incorrect because:

* Configuring Journey Builder. This is not a topic that Setup Assistant covers, as Journey Builder is a product that allows NTO to create and manage customer journeys across various channels, such as email, mobile, social, or advertising. However, Setup Assistant does not provide information or resources for configuring Journey Builder; it only provides information or resources for configuring Marketing Cloud products that are included in the core subscription.

* Managing the Enhanced SFTP. This is not a topic that Setup Assistant covers, as Enhanced SFTP is a feature that allows NTO to securely transfer files between Marketing Cloud and external systems using SFTP protocol. However, Setup Assistant does not provide information or resources for managing the Enhanced SFTP; it only provides information or resources for managing Marketing Cloud products that are included in the core subscription.

NEW QUESTION # 119

Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud.

What should the Marketing Cloud admin consider when sending from the new IP Address?

- A. The IP address is on reserve, is already in use, and has an email sending history.
- B. Sending in large volumes will alert ISPs the new IP Address is now in use.
- C. Building desirable sending history and data will be variable based on list size and engagement.
- D. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.

Answer: C

Explanation:

When transitioning to a new IP address in Marketing Cloud, consider:

* IP Warming: Gradually increase the volume of emails sent from the new IP address to build a good sender reputation with Internet Service Providers (ISPs). This involves carefully managing the list size and subscriber engagement to optimize deliverability.

* Monitor Engagement: Monitor how subscribers interact with emails sent from the new IP. Engagement rates influence how ISPs perceive the quality of the sender.

NEW QUESTION # 120

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys.

Which two Marketing Cloud features will support this effort?

Choose 2 answers

- A. Content Builder
- B. Cloud Pages

- C. Data Designer
- D. Web Analytics Connector

Answer: B

NEW QUESTION # 121

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.

Where should the Marketing Cloud admin begin troubleshooting?

- **A. Contact Builder > Data Sources**
- B. Contact Builder > Synchronized Data Extensions
- C. Automation Studio > File Transfers
- D. Email Studio > Synchronized Data Extensions

Answer: A

Explanation:

Explanation

To begin troubleshooting the issue of data not being up to date from Sales Cloud, the Marketing Cloud admin should go to Contact Builder > Data Sources. Data Sources is a page that allows NTO to manage their data sources and integrations in Contact Builder. NTO can use Data Sources to check the status and settings of their Sales Cloud integration, such as the sync frequency, sync direction, sync filters, and sync errors. The other options are incorrect because:

* Contact Builder > Data Extensions > Synchronized Data Extensions. This is a folder that contains all the synchronized data extensions in Marketing Cloud. Synchronized data extensions are data extensions that store the data from synced Sales Cloud Objects in Marketing Cloud. However, this folder does not allow NTO to troubleshoot their Sales Cloud integration; it only shows the data extensions that are created by the sync process.

* Automation Studio > File Transfers. This is a page that allows NTO to view and manage their file transfer activities in Automation Studio. File transfer activities are activities that move files from one location to another, such as from an FTP site to the Safehouse or from the Safehouse to a data extension.

However, this page does not allow NTO to troubleshoot their Sales Cloud integration; it only shows the file transfer activities that are created by NTO.

* Email Studio > Synchronized Data Extensions. This is a page that allows NTO to view and manage their synchronized data extensions in Email Studio. Synchronized data extensions are data extensions that store the data from synced Sales Cloud Objects in Marketing Cloud. However, this page does not allow NTO to troubleshoot their Sales Cloud integration; it only shows the data extensions that are created by the sync process.

NEW QUESTION # 122

An email marketing manager is planning to send a promotional email to one million subscribers.

Which data structure should be used?

- A. Publication List
- B. Group
- C. List
- **D. Data Extension**

Answer: D

NEW QUESTION # 123

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