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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q28-Q33):

NEW QUESTION # 28

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A. Multiple brand logos must be accommodated in an email header
- B. NTO requires SSL certificate configurations for Content Builder and Portfolio images
- C. A new sender profile needs to be leveraged for sending transactional emails

- **D. Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns**

Answer: D

Explanation:

Explanation

The admin should create separate business units for each of NTO's brands when brand-specific private domains need to be leveraged when wrapping images and links in email campaigns. A private domain is a domain name that NTO owns and uses for their email sends, such as email.nto.com. A private domain can be used to wrap images and links in emails to improve deliverability and branding. However, a private domain can only be associated with one business unit in Marketing Cloud, so NTO needs to create separate business units for each brand that requires a different private domain². The other options are incorrect because:

* NTO requires SSL certificate configurations for Content Builder and Portfolio images. This is not a reason to create separate business units for each brand, as SSL certificate configurations can be applied

* at the account level or the business unit level. SSL certificates are used to secure the connection between NTO's web server and their subscribers' browsers, and can be applied to Content Builder or Portfolio images to ensure they are delivered over HTTPS³.

* Multiple brand logos must be accommodated in an email header. This is not a reason to create separate business units for each brand, as multiple brand logos can be accommodated in an email header using dynamic content or AMPscript. Dynamic content or AMPscript are features that allow NTO to display different content in their emails based on subscriber attributes or data extension fields⁴.

* A new sender profile needs to be leveraged for sending transactional emails. This is not a reason to create separate business units for each brand, as a new sender profile can be created and leveraged within the same business unit. A sender profile is a configuration that defines the sender information for an email, such as the from name, from address, reply address, and sender classification⁵.

NEW QUESTION # 29

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. Web Analytics Connector
- **B. Cloud Pages**
- C. Content Builder
- D. Data Designer

Answer: B

NEW QUESTION # 30

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable string to links in all emails. What functionality would allow this?

- A. Use Web and Mobile Analytics.
- **B. Configure Parameter Manager.**
- C. Link a Google Analytics Account.

Answer: B

NEW QUESTION # 31

A Consultant has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed. Which import type should be used?

- A. Add Only
- B. Update Only
- **C. Overwrite**
- D. Add/Update

Answer: C

Explanation:

Given that the customer's product catalog changes daily with products being added and removed, the import type that should be used is A. Overwrite. This import type will replace the existing data in the data extension with the new data from the CSV file each morning, ensuring that the data extension always reflects the most current product catalog without any outdated entries.

NEW QUESTION # 32

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

Answer: A

Explanation:

When a File Transfer Activity is used to decrypt an encrypted file on Marketing Cloud's SFTP, the decrypted data is temporarily stored in the Safehouse. The Safehouse is a secure data storage location within Marketing Cloud used for temporary storage during file processing tasks, such as decryption, before the data is moved to its final destination, like a data extension.

Reference: Salesforce Help - File Transfer Activity

NEW QUESTION # 33

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