

Exam Marketing-Cloud-Administrator Simulations | Marketing-Cloud-Administrator Questions Answers



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- Develop your experience base and validate your skills to attract potential employers.
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- Learn to perform practical and complex activities through laboratory, practice sessions, study and.

To pass the Salesforce Marketing-Cloud-Administrator Exam, you need to have a deep understanding of Marketing Cloud concepts and features. You need to have practical experience in implementing Marketing Cloud solutions and be able to troubleshoot issues that may arise during the implementation process. You also need to be familiar with the best practices for Marketing Cloud administration, including data management, security, and compliance.

>> Exam Marketing-Cloud-Administrator Simulations <<

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q58-Q63):

NEW QUESTION # 58

A Marketing Cloud admin wants to ensure email sends exclude their testing prefix of [PREVIEW] in the subject line when deploying

from Email Studio.

What should the admin do to prevent the prefix from deploying in live sends?

- A. Require several campaign approvals
- B. Add [PREVIEW] to the subject line validation list
- C. Use Proof instead of [PREVIEW]
- **D. Wrap the subject line with AMP script**

Answer: D

Explanation:

Explanation

The best way to prevent the prefix [PREVIEW] from deploying in live sends is to wrap the subject line with AMP script that checks if the send is a test send or a live send. For example:

```
%%[
```

```
IF _IsTestSend == true THEN
```

```
SET @subject = "[PREVIEW]" + @subject
```

```
ENDIF
```

```
]%%
```

Using Proof instead of [PREVIEW] does not solve the problem, as it still shows up in live sends. Adding

[PREVIEW] to the subject line validation list does not prevent it from deploying, but rather prevents any email with [PREVIEW] in the subject line from being saved. Requiring several campaign approvals does not guarantee that the prefix will be removed before sending.

NEW QUESTION # 59

What does Marketing Cloud authenticate when a user logs in through the user interface?

- A. If the user is an API User on their record
- **B. If the user has login hours enabled on their profile**
- C. If the user is assigned a role in the parent business unit
- D. If the user is logging in from a whitelisted IP address

Answer: B

Explanation:

Explanation

Marketing Cloud authenticates if the user has login hours enabled on their profile when they log in through the user interface³. Login hours are a security feature that allows the admin to specify the time range when users can access Marketing Cloud. If a user tries to log in outside of their login hours, they will be denied access³. The other options are incorrect because:

* If the user is assigned a role in the parent business unit. This is not a factor for authentication, but rather for authorization. A role determines what permissions and access levels a user has within Marketing Cloud, but it does not affect their ability to log in through the user interface⁴.

* If the user is logging in from a whitelisted IP address. This is not a factor for authentication, but rather for verification. An IP address whitelist is a list of trusted IP addresses that can access Marketing Cloud without additional verification. If a user logs in from an IP address that is not on the whitelist, they will be asked to verify their identity via email or SMS⁵.

* If the user is an API User on their record. This is not a factor for authentication, but rather for integration. An API User is a user who can access Marketing Cloud via API calls from external applications or systems. This does not affect their ability to log in through the user interface.

NEW QUESTION # 60

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- **A. Analyst and Marketing Cloud Viewer**
- B. Data Manager and Analyst
- C. Content Creator and Marketing Cloud Viewer

Answer: A

Explanation:

To give the marketing analyst access to all tracking data but no send activities, the admin should apply the Analyst and Marketing Cloud Viewer default user roles. The Analyst role allows the user to view tracking data, reports, and dashboards for all channels. The Marketing Cloud Viewer role allows the user to view content, subscribers, and data extensions, but not modify or send them

NEW QUESTION # 61

Northern Trail Outfitters uses Parameter Manager to automatically tag links, they want to include a Campaign Identifier to the links within a specific campaign message.

At which level should the utm_campaign value be configured?

- A. Subscriber
- **B. Email**
- C. Account
- D. Link

Answer: B

Explanation:

Explanation

The utm_campaign value should be configured at the email level. This level allows marketers to specify a campaign identifier for each email message that contains links with tracking parameters. The utm_campaign value can be used to group email messages by campaign in Google Analytics or other analytics tools

NEW QUESTION # 62

A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order_Details, and Products.

The data extensions contain the following information:

- Orders: OrderId, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal
- Order_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount
- Products: ProductId, SKU, Name, Description, Cost, Price

Which two actions should be taken in Data Designer?

Choose 2 answers

- **A. Create a one -to -many relationship between Orders and Order_Details.**
- B. Create a one-to-one relationship between Orders and Order_Details.
- C. Create a one-to-one relationship between the contact record and Order Details.
- **D. Create a one-to-one relationship between Order_Details and Products.**

Answer: A,D

Explanation:

In the scenario of managing data relationships for an eCommerce site:

* B. Create a one-to-many relationship between Orders and Order_Details: This relationship allows multiple order details (such as individual items, quantities, and prices) to be associated with a single order, reflecting the typical structure of an eCommerce transaction.

* D. Create a one-to-one relationship between Order_Details and Products: This relationship links each order detail line to a specific product, allowing for detailed tracking and analysis of product sales.

These relationships set up a logical and functional structure in Data Designer, enabling effective data management and utilization for reporting and customer insights.

NEW QUESTION # 63

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