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Salesforce Marketing-Cloud-Administrator Certification Exam comprises 60 multiple-choice questions that must be completed within 90 minutes. Marketing-Cloud-Administrator exam covers various topics, including email marketing, contact management, data management, content creation, and reporting. Marketing-Cloud-Administrator Exam also tests the candidate's understanding of various marketing automation tools and features, such as automation studio, journey builder, and email studio.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q18-Q23):

NEW QUESTION # 18

Northern Trail Outfitters (NTO) rolled out a global SMS initiative three months ago, as their customers have shown great interest in receiving promotions via text. However, NTO was notified they are already at 75% utilization for their annual Super Messages. Why could this be the case?

- A. MobilePush was enabled by mistake, which consumes Super Messages when not in use.
- B. A multiplier is applied to each SMS message based on the destination country
- C. The majority of NTO's subscriber base is in the United States.
- D. Each email consumes five super messages when sending below a certain threshold.

Answer: D

NEW QUESTION # 19

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

Answer: D

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 # 20

NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which

could be considered Personally Identifiable information (PII) within their links.
Which three values could be used as personalization strings in query string parameters?
Choose 3 answers

- A. Subscriber ID
- B. Product Code
- C. Name
- D. Email Address
- E. Application ID

Answer: A,B,E

Explanation:
Explanation
Product code, application ID, and subscriber ID are values that can be used as personalization strings in query string parameters without violating PII regulations. Email address and name are considered PII and should not be used in query string parameters.

NEW QUESTION # 21
Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nto.com. the previous admin did not leave any documentation.
Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account?
2 answers

- A. Users receive Marketing Cloud password reset emails from help@email nto.com
- B. Cloudpages personalized URLs are served from cloud.email.nto.com
- C. Upon receiving an email, all tracked links start with click.email.nto.com
- D. The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors

Answer: B,C

NEW QUESTION # 22
Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit.
How should they accomplish this?

- A. Apply a permission set to the business unit
- B. Set default permissions with the restrictions on the business unit
- C. A Assign a role to the business unit
- D. Disable the permissions directly within the business unit

Answer: C

Explanation:
Explanation
Assigning a role to the business unit allows the admin to apply specific permission restrictions to all users in that business unit. The role defines what users can access and do within Marketing Cloud. The other options are not valid ways to accomplish this requirement.

NEW QUESTION # 23
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