

Salesforce Marketing-Cloud-Administrator: Salesforce Certified Marketing Cloud Administrator Exam braindumps - Testking Marketing-Cloud-Administrator test



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Salesforce Marketing-Cloud-Administrator Exam validates the knowledge and skills of individuals in various areas of Marketing Cloud administration, including data management, email marketing, mobile messaging, social media marketing, and advertising campaigns. Marketing-Cloud-Administrator exam tests the candidates' knowledge of the platform's features, functionalities, and best practices for managing and optimizing Marketing Cloud campaigns. Salesforce Certified Marketing Cloud Administrator Exam certification is a testament to the candidate's ability to design and execute successful marketing campaigns using the Salesforce Marketing Cloud platform.

Salesforce Marketing-Cloud-Administrator Exam is a certification designed for professionals who want to demonstrate their expertise in managing and administering the Salesforce Marketing Cloud platform. Salesforce Marketing Cloud is a cloud-based platform that enables businesses to manage their marketing activities, including email marketing, social media marketing, mobile messaging, and advertising campaigns. Salesforce Certified Marketing Cloud Administrator Exam certification exam is intended for professionals who want to demonstrate their knowledge and skills in managing and optimizing the Salesforce Marketing Cloud platform.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q74-Q79):

NEW QUESTION # 74

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Member Record
- B. Data Extensions
- C. Contact ID
- **D. Subscriber Key**

Answer: D

Explanation:

For the financial services customer's need to manage multiple accounts that share the same email address but maintain separate subscriber attributes, the correct component to use is the Subscriber Key. This key uniquely identifies each subscriber in Marketing Cloud, enabling multiple profiles (each associated with different accounts) to share a single email address but retain distinct attributes and engagement tracking.

NEW QUESTION # 75

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud.

Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?

Choose 2 answers

- **A. Text**
- **B. Decimal**
- C. Boolean
- D. Number

Answer: A,B

NEW QUESTION # 76

What is Setup Assistant?

- A. A dashboard containing key metrics for the business unit
- B. Support service allowing the outsourcing of repetitive admin tasks
- C. A search within Help and Training limited to configuration documents
- **D. A prioritized account configuration checklist**

Answer: D

Explanation:

Setup Assistant in Salesforce Marketing Cloud:

* Functionality: Setup Assistant acts as a prioritized checklist designed to guide administrators through the configuration of their Marketing Cloud account. It outlines essential steps in a logical and structured order to ensure a complete and efficient setup process.

* Usage: Administrators can access Setup Assistant from the Setup menu in Marketing Cloud, where they can follow the step-by-step instructions to configure various components of their account, such as sending domains, data management, and more.

NEW QUESTION # 77

Northern Trail Outfitters has noticed an issue with their sends today.

Which two links in Setup Home could be used to troubleshoot the issue?!

Choose 2 answers

- **A. System Status**
- **B. Help and Training**
- C. Create Support Case

- D. Failed Sends

Answer: A,B

NEW QUESTION # 78

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store. What should NTO do to create this audience?

- A. Journey
- B. SQL Queries
- C. Data Filters
- **D. Measures**

Answer: D

NEW QUESTION # 79

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