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Salesforce Marketing-Cloud-Administrator Certification Exam is designed to test your knowledge and skills in managing and implementing marketing campaigns using Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Administrator Exam certification is intended for individuals who are responsible for the administration and configuration of Marketing Cloud, including data management, email marketing, mobile messaging, social media marketing, and reporting.

To earn the Salesforce Marketing-Cloud-Administrator certification, you must pass a 60-question, multiple-choice exam within 105 minutes. Marketing-Cloud-Administrator exam covers a wide range of topics, including the Marketing Cloud platform architecture, data management, email marketing best practices, mobile messaging, social media, and advertising. You will need to demonstrate your ability to navigate the Marketing Cloud platform, configure marketing automation workflows, and troubleshoot common issues. Salesforce Certified Marketing Cloud Administrator Exam certification exam is designed to test your practical knowledge of the platform, so you should have hands-on experience with Salesforce Marketing Cloud before attempting the exam.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q117-Q122):

NEW QUESTION # 117

While setting up marketing Cloud Connect, a marketing cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:

Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud User. Contact your system administrator.

The admin notices the Marketing cloud for AppExchange Admin option is selected when looking for the user settings.

What action should correct the issue?

- A. Apply the appropriate user mappings in the CRM configuration.
- B. Apply the marketing Cloud for AppExchange User option as well
- **C. Apply the Administrator and Marketing Cloud Administrator permission sets to user.**
- D. Reset all user passwords to force new tokens

Answer: C

Explanation:

Explanation

To correct the issue of insufficient user permissions, the admin should apply the Administrator and Marketing Cloud Administrator permission sets to the user. These permission sets grant access to the Marketing Cloud tab in Sales Cloud and allow the user to complete the integration. The Marketing Cloud for AppExchange Admin option is not enough to grant access to the Marketing Cloud tab

NEW QUESTION # 118

A Marketing Cloud admin to create custom roles for their business process.

What should be taken into consideration to accomplish this?

- A. Custom roles can only be edited by the user who created the role initially.
- **B. Custom roles are available on their Marketing Cloud account.**
- C. Custom roles are only available within the business in which they were created.
- D. Custom roles override an individual user's granular permission assignments.

Answer: B

Explanation:

Explanation

Custom roles are available on their Marketing Cloud account is what should be taken into consideration to accomplish this. Custom roles are roles that can be created and modified by Marketing Cloud administrators to grant specific permissions to users based on their business needs. Custom roles can be applied to users across all business units in an account or within a specific business unit

NEW QUESTION # 119

A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounces status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- A. Status remains as Bounced the bounce count is unchanged
- B. Status is changed to Active and the bounce count is unchanged
- C. Status is changed to Held for 72 hours and the bounce count is set to Zero
- **D. Status is changed to Active and the bounce count is set to Zero**

Answer: D

Explanation:

When a subscriber with a Bounced status clicks a link in a Marketing Cloud email:

* Subscriber Status:Salesforce automatically updates their status to Active. This action confirms the email address is valid and re-engages the subscriber.

* Bounce Count:The bounce count is reset to zero. According to Salesforce's Bounce Mail Management documentation:

"If a subscriber clicks a link in an email, their status is updated to Active, and their bounce count is reset to zero." This reset occurs because the click overrides previous bounce history, signaling renewed engagement and deliverability.

NEW QUESTION # 120

Northern Trail Outfitters (NTO) has the Discover Reporting Tool.

Which two report types could help NTO drive their mobile adoption strategy?

Choose 2 answers

- A. Email Sending Performance Report
- B. Email Performance by Device
- C. Time Between Send and Engagement
- D. Deliverability Complaint Rate

Answer: B,C

Explanation:

Explanation

To drive their mobile adoption strategy, NTO could use the following two report types from the Discover Reporting Tool:

* Email Performance by Device¹. This report shows the number and percentage of email opens and clicks by device type, such as desktop, mobile, or tablet. This report can help NTO understand how their subscribers are engaging with their emails on different devices and optimize their email design and

* content accordingly.

* Time Between Send and Engagement². This report shows the time elapsed between when an email was sent and when a subscriber opened or clicked it. This report can help NTO identify the best time to send emails to their subscribers based on their device preferences and behavior patterns.

NEW QUESTION # 121

NTO has been noting reduced deliverability when they do large sends.

Which part of deliverability is tied to hitting Spam Traps during a send?

- A. List Hygiene
- B. Authentication
- C. Content
- D. Engagement

Answer: A

Explanation:

Explanation

The part of deliverability that is tied to hitting spam traps during a send is list hygiene. List hygiene is the process of maintaining clean and accurate subscriber lists by removing invalid, inactive, or unengaged subscribers

NEW QUESTION # 122

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