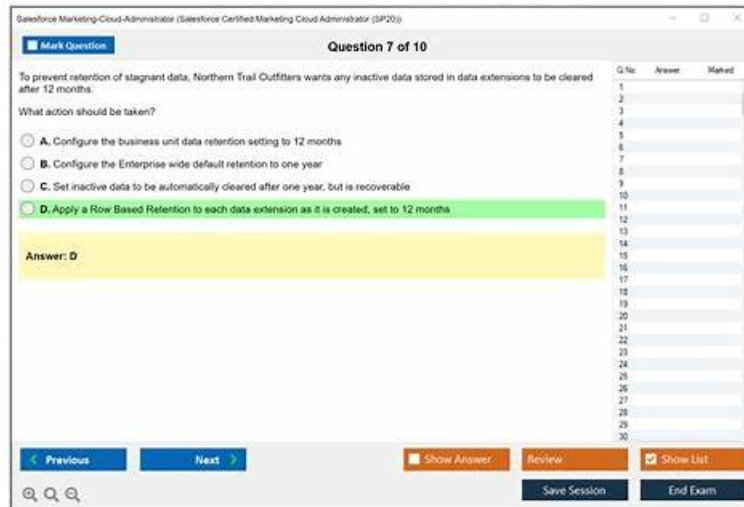


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Salesforce Marketing Cloud Administrator certification exam is suitable for a variety of professionals, including marketing managers, digital marketers, email marketers, campaign managers, and marketing automation specialists. It is also ideal for Salesforce administrators and consultants who want to expand their expertise in marketing automation and customer engagement.

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Becoming a certified Salesforce Marketing Cloud Administrator can open up many career opportunities for professionals in the marketing automation industry. Salesforce Certified Marketing Cloud Administrator Exam certification demonstrates that you have the skills and knowledge required to manage and administer the Marketing Cloud platform, and it can help you to stand out from other candidates when applying for jobs in this field.

The Salesforce Certified Marketing Cloud Administrator Exam certification program is ideal for marketing professionals, digital marketers, email marketing managers, and CRM administrators who want to enhance their skills in managing the Salesforce Marketing Cloud platform. By earning the certification, candidates can demonstrate their proficiency in using the Marketing Cloud platform to drive engagement, increase customer loyalty, and improve business outcomes.

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

NEW QUESTION # 117

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

Answer: D

NEW QUESTION # 118

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.

Which two terms would they add to their website to accomplish this?

Choose 2 answers

- **A. Recommendation Code**
- B. Email Conversion Code
- **C. Collect Code**
- D. Conversion/Cart Code

Answer: A,C

NEW QUESTION # 119

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers. They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- **A. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.**
- **B. IP ramp -up is important to establish a positive sender reputation.**
- C. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- D. IP ramp -up can be bypassed, given their historical lack of deliverability issues.

Answer: A,B

NEW QUESTION # 120

Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

- A. Create and apply folders with naming conventions in the current account to keep track of brand assets.
- B. Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.
- C. Create one child business unit for the other brands to share but apply folders and naming conventions.
- **D. Create child business units for each brand and nest another level of child business units for GEOs.**

Answer: D

Explanation:

Explanation

Create child business units for each brand and nest another level of child business units for GEOs is how the rest of the business units should be organized. Business units are organizational units that allow marketers to segment their Marketing Cloud account based on different brands, regions, products, or channels. By creating child business units for each brand and nesting another level of child business units for GEOs, NTO can manage their marketing activities and assets for each subsidiary brand and location separately

NEW QUESTION # 121

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted. Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Decryption Activity
- **B. File Transfer Activity**
- C. Data Extract Activity
- D. Import Activity

Answer: B

Explanation:

Explanation

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

NEW QUESTION # 122

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