

Marketing-Cloud-Administrator 100% Exam Coverage & Marketing-Cloud-Administrator Certification



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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q64-Q69):

NEW QUESTION # 64

A Marketing Cloud admin wants to create an SFTP User for the first time.

Which two considerations should be taken when configuring an SFTP User? Choose 2 answers

- A. By default, the username is the MID for the current Marketing Cloud MID.
- B. Once created, the user will need to be activated in order to use the SFTP.
- C. By default, the password will be the password of the logged-in user.
- D. Minimum password length is 12 characters.

Answer: B,D

NEW QUESTION # 65

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A. A new sender profile is needed for sending transactional emails.
- B. Multiple FTP users must be accommodated.
- C. Brand-specific private domains are required for images and links.

Answer: C

NEW QUESTION # 66

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilized to make this happen?

- A. Profile Center
- B. Send Logging
- C. Publication Lists
- D. Subscriber Keys

Answer: C

NEW QUESTION # 67

Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.

What consideration could account for this behavior?

- A. The email address in All Subscribers is prioritized.
- B. Data retention settings were incorrect in the data extension.
- C. The data extension was not configured as sendable.
- D. Contact Builder was not configured properly.

Answer: A

NEW QUESTION # 68

Setup Assistant provides information and resources for configuring a new Marketing Cloud account.

Which two topics does Setup Assistant cover?

Choose 2 answers

- A. Enabling Mobile Connect
- B. Configuring Journey Builder
- C. Managing the Enhanced SFTP
- D. Setting up the Data Structure

Answer: C,D

Explanation:

Explanation

Setup Assistant covers the following two topics:

* **Setting up the Data Structure.** This topic provides information and resources for configuring the data structure in Marketing Cloud, such as creating data extensions, importing data, setting up data retention

* policies, and managing subscriber status.

* **Enabling Mobile Connect.** This topic provides information and resources for enabling Mobile Connect in Marketing Cloud, such as creating keywords, setting up short codes or long codes, creating text messages, and sending text messages. The other options are incorrect because:

* **Configuring Journey Builder.** This is not a topic that Setup Assistant covers, as Journey Builder is a product that allows NTO to create and manage customer journeys across various channels, such as email, mobile, social, or advertising. However, Setup Assistant does not provide information or resources for configuring Journey Builder; it only provides information or resources for configuring Marketing Cloud products that are included in the core subscription.

* **Managing the Enhanced SFTP.** This is not a topic that Setup Assistant covers, as Enhanced SFTP is a feature that allows NTO to securely transfer files between Marketing Cloud and external systems using SFTP protocol. However, Setup Assistant does not provide information or resources for managing the Enhanced SFTP; it only provides information or resources for managing Marketing Cloud products that are included in the core subscription.

NEW QUESTION # 69

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