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Salesforce Marketing-Cloud-Administrator certification exam is a valuable certification for individuals who want to demonstrate their knowledge and skills in Marketing Cloud. It is a challenging exam that requires a lot of preparation, but passing it can be a great career booster for individuals who want to work in the field of digital marketing. Taking a training course is one of the best ways to prepare for the exam, and Salesforce offers a range of courses that can help individuals prepare for the exam.

To pass the Salesforce Marketing-Cloud-Administrator exam, you need to have a deep understanding of Marketing Cloud concepts and features. You need to have practical experience in implementing Marketing Cloud solutions and be able to troubleshoot issues that may arise during the implementation process. You also need to be familiar with the best practices for Marketing Cloud administration, including data management, security, and compliance.

Salesforce Marketing-Cloud-Administrator Certification Exam is an industry-recognized credential that validates the candidate's expertise in managing marketing campaigns using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Administrator Exam certification exam is suitable for professionals who want to advance their careers in marketing automation and demonstrate their expertise to potential employers. Marketing-Cloud-Administrator exam covers various topics related to marketing automation and requires candidates to have a solid understanding of Salesforce Marketing Cloud tools and features.

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## **Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q142-Q147):**

### **NEW QUESTION # 142**

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take in order to create Send Classifications?

Choose 2 answers

- **A. Define a Delivery Profile.**
- **B. Define a Sender Profile.**
- C. Define custom Reply Mail Management.
- D. Define a Subscriber -specific From Name.

**Answer: A,B**

### **NEW QUESTION # 143**

A Marketing Cloud admin wants to automatically unsubscribe customers who respond to marketing emails asking to be removed from the mailing list.

Which two steps should the admin take to enable this functionality?

Choose 2 answers

- A. Select Unsubscribe Manual requests in Reply Mail Management
- **B. Ensure a Custom response is enabled for Automated Response in Reply mail Management**
- C. Select Delete Auto-Replies and Out-of-Office mail Management
- **D. Verify Reply Mail Management has been enabled in the account**

**Answer: B,D**

### **NEW QUESTION # 144**

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- \* Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
- \* Contact records will be augmented by relational data tables via Contact Builder.
- \* The customer data file will contain 5M records with 40+ attributes.
- \* One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- \* A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- A. Data extensions can store HTML code as an attribute.

- B. Data extensions allow for add/update Import activity.
- C. Data extensions are necessary for Contact Builder
- D. Data extensions support Customer ID to be used as Subscriber Key.

**Answer: B**

Explanation:

The advantages of using data extensions over lists in Marketing Cloud, especially given the complex data needs outlined:

Add/Update Capability: Data extensions support add/update import activities, allowing for the nightly refresh of the customer data from the data warehouse without duplicating records.

Handling Large Data Volumes: Data extensions are more suitable for managing large volumes of data with numerous attributes, such as the scenario described with 5 million records and 40+ attributes.

Reference: Salesforce Marketing Cloud Data Extensions

#### NEW QUESTION # 145

A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular send. The admin of Marketing Cloud Connect is functioning properly.

What should the admin confirm about the data extension?

- A. The send relationship links Subscriber Key to Subscribers on Email Address
- B. The data extension is located in the Salesforce Data Extensions folder.
- C. The triggered Send Data Extension data extension template was used.
- D. The data extension is located in the Synchronized Data Extensions folder.

**Answer: B**

Explanation:

Explanation

To ensure Individual Email Results are pushed back into Sales Cloud for a particular send, the admin should confirm that the data extension is located in the Salesforce Data Extensions folder. The Salesforce Data Extensions folder is a special folder that contains data extensions that are integrated with Salesforce CRM via Marketing Cloud Connect. Only data extensions in this folder can be used for sending emails with Individual Email Results tracking enabled. The other options are incorrect because:

\* The send relationship links Subscriber Key to Subscribers on Email Address. This is a setting that defines how subscribers are identified and matched between a sendable data extension and All Subscribers. However, this setting does not affect whether Individual Email Results are pushed back into Sales Cloud; it only affects how email addresses and subscription statuses are updated in Marketing Cloud.

\* The data extension is located in the Synchronized Data Extensions folder. The Synchronized Data Extensions folder is a special folder that contains data extensions that are synchronized from Salesforce CRM via Marketing Cloud Connect. However, these data extensions cannot be used for sending emails directly; they can only be used as sources for filtered or query-based data extensions.

\* The triggered Send Data Extension data extension template was used. This is a predefined data extension template that contains a set of standard fields for logging triggered send data. However, this template does not affect whether Individual Email Results are pushed back into Sales Cloud; it only

\* affects what information is stored in Marketing Cloud.

#### NEW QUESTION # 146

A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.

What should the admin do to ensure only specific Contacts are synced?

- A. Filter records created after a specified date
- B. Filter records on a Boolean field
- C. Filter existing records in All Subscribers
- D. Filter records on a formula field

**Answer: B**

Explanation:

To sync specific contacts from Sales Cloud to Marketing Cloud without syncing all contacts, particularly when not all contacts need email communications, the admin should use a Boolean field to filter the contacts.

This can be configured in the Contact Builder under Data Sources. A Boolean field allows for a simple true/false condition that can be set in Sales Cloud and used to control which records are synchronized based on their relevance for email communication. This method ensures that only contacts marked true (or false, depending on the setup) are brought into Marketing Cloud, efficiently managing the sync and keeping irrelevant contacts out of the system.  
Reference: Salesforce Help - Synchronize Salesforce Data

## NEW QUESTION # 147

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Once you decide to pass the Salesforce Certified Marketing Cloud Administrator Exam exam and get the certification, you may encounter many handicaps that you don't know how to deal with, so, you may think that it is difficult to pass the exam and get the certification. In order to help you solve these problem and help you pass the exam easy, we compiled such a Marketing-Cloud-Administrator exam torrent. We can promise that you will have no regret buying our Salesforce Certified Marketing Cloud Administrator Exam exam dumps. If you are hesitating to buy our Marketing-Cloud-Administrator Test Quiz, if you are anxious about whether our product is suitable for you or not, we think you can download the trail version. We believe our Salesforce Certified Marketing Cloud Administrator Exam exam dumps will help you make progress and improve yourself.

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