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To earn the Salesforce Marketing-Cloud-Administrator Certification, candidates must pass a 60-question multiple-choice exam that covers a wide range of topics related to the Salesforce Marketing Cloud platform. These topics include email marketing, mobile messaging, social media advertising, data management, and analytics. Candidates are given 90 minutes to complete the exam, and must score at least 65% to pass.

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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.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q36-Q41):

NEW QUESTION # 36

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Administrator

- B. Marketing Cloud Regional or Local Administrator
- C. Marketing Cloud Email Marketing Manager
- D. Marketing Cloud Channel Manager

Answer: B,C

NEW QUESTION # 37

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries. Which feature would allow this functionality?

- A. Journey Builder
- B. CloudPages
- C. Query Studio
- D. Synchronized Data Sources

Answer: D

Explanation:

Explanation

Synchronized Data Sources is the feature that would allow this functionality. Synchronized Data Sources are data sources that allow marketers to import and synchronize data from Salesforce CRM objects into Marketing Cloud data extensions. Synchronized Data Sources can be configured with different settings, such as sync frequency, field mapping, and filter criteria. Synchronized Data Sources enable marketers to use Sales Cloud data in their queries and other Marketing Cloud activities.

NEW QUESTION # 38

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

- A. Web & Mobile Analytics
- B. Collect Tracking code
- C. Google Analytics 360
- D. Conversion Tracking

Answer: B

Explanation:

Explanation

The Collect Tracking code is a JavaScript code that is added to a website to capture and send user behavior data to Marketing Cloud. This data is stored in data extensions and can be used for Einstein Recommendations

NEW QUESTION # 39

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

Answer: A

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 # 40

Answer: A

- Explanation:

Data extensions allow storing multiple values for an attribute for each subscriber. Profile attributes only store one value per attribute per subscriber.

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