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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q74-Q79):

NEW QUESTION # 74

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts Which two considerations would help NTO determine if a Dedicated IP is the right choice?

Choose 2 answers

- A. All of NTO's accounts should be on the same stack
- B. Send volume is large enough to maintain a positive or neutral reputation
- C. Pre-warmed IP address can be purchased from Salesforce
- D. Length of time needed to pause sending is greater than one month

Answer: A,B

Explanation:

When considering a Dedicated IP for global marketing efforts, Northern Trail Outfitters should consider:

* Stack alignment: Ensure all accounts are on the same stack to facilitate shared use of the Dedicated IP across different geographical locations.

* Send volume: A dedicated IP is beneficial if the send volume is significant enough to maintain and build a positive sender reputation. Regular, consistent high-volume sending is crucial for IP warming and reputation.

NEW QUESTION # 75

How are publication lists used in the Marketing Cloud?

- A. To build dynamic content rules by subscriber type.
- B. To send communication to all subscribers, regardless of opt-in status.
- C. To allow subscribers to opt-down/out instead of unsubscribing from all.
- D. To manage subscribers in guided and triggered email sends.

Answer: C

Explanation:

Explanation

Publication lists are used to allow subscribers to opt-down/out of specific types of communications instead of unsubscribing from all. This helps to retain subscribers and maintain their preferences.

NEW QUESTION # 76

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.

Which network(s) support lookalike audiences directly from Advertising Studio?

- A. Facebook
- B. Facebook and Twitter
- C. Google and Facebook
- D. Twitter

Answer: A

Explanation:

Advertising Studio supports lookalike audiences directly from Facebook only. For other networks, such as Google and Twitter, Advertising Studio can create audience segments based on Marketing Cloud data and export them to the network's platform, where the lookalike audience can be created manually.

NEW QUESTION # 77

NTO wants to copy journeys across business units.

What could be used to replicate journey structure so it can be easily recreated in another account?

- A. Deployment Manager
- B. Copy activities
- C. Journey Templates
- D. Journey Extracts

Answer: C

Explanation:

Explanation

To copy journeys across business units, NTO should use Journey Templates¹. Journey Templates are reusable journey structures that can be created and shared across business units. NTO can use Journey Templates to replicate journey structure so it can be easily recreated in another account. The other options are incorrect because:

* Deployment Manager. This is a tool that allows NTO to deploy assets and configurations across business units or accounts.

However, this tool does not support journeys as an asset type, so it cannot be used to copy journeys across business units².

* Journey Extracts. This is a feature that allows NTO to export journey data and metrics for reporting and analysis purposes.

However, this feature does not allow NTO to copy or import journeys across business units; it only provides a snapshot of journey performance³.

* Copy activities. This is an option that allows NTO to copy individual activities within a journey and paste them in the same or another journey. However, this option does not allow NTO to copy the entire journey structure across business units; it only copies one activity at a time⁴.

NEW QUESTION # 78

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?

- A. Marketing Cloud Connect
- B. Google Analytics 360
- **C. Web Analytics Connector**
- D. AMP script for Marketing Cloud

Answer: C

Explanation:

To automatically add tracking parameters to all links in emails sent from Email Studio, the admin should configure:

Web Analytics Connector: This feature automatically appends tracking parameters to URLs in emails to integrate with web analytics tools like Google Analytics.

Configuration Steps: Set up the Web Analytics Connector by specifying the desired tracking parameters in the Email Studio settings.

This ensures all outgoing emails automatically include these parameters without the need for manual coding.

Reference: Salesforce Marketing Cloud Web Analytics Connector Setup

NEW QUESTION # 79

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