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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q146-Q151):

NEW QUESTION # 146

What storage model should be used if a subscriber has more than one value for an attribute?

- **A. Data Extensions**
- B. Publication Lists
- C. Profile Attribute
- D. Lists

Answer: A

Explanation:

Explanation

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

NEW QUESTION # 147

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer In which two ways should the admin configure Data Designer to allow this data to be used within a journey?

Choose 2 answers

- **A. Link the Orders data extension to the Customers data extension using a One-to-Many relationship**
- B. Link the Customers data extension to the data model using Email Address
- C. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- **D. Link the Customers data extension to the data model using Customer ID**

Answer: A,D

Explanation:

Explanation

Linking the Customers data extension to the data model using Customer ID and linking the Orders data extension to the Customers data extension using a One-to-Many relationship are the best ways to configure Data Designer to allow this data to be used within a Journey. Customer ID is a unique identifier that can be used to link data extensions in Data Designer. A One-to-Many relationship means that one customer can have multiple orders, which reflects the data model scenario.

NEW QUESTION # 148

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 are necessary for Contact Builder
- B. Data extensions can store HTML code as an attribute.
- **C. Data extensions allow for add/update Import activity.**

- D. Data extensions support Customer ID to be used as Subscriber Key.

Answer: C

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 # 149

A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement.

What consideration should be given to the preference profile centers for this integration?

- A. Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.
- B. Profile/Preference centers are automatically created for each business unit connected through Multi-org
- C. Branding for each business units' profile centers will be inherited from the default business unit setup.
- D. Multi org does not support the standard profile preference center for the business units.

Answer: D

NEW QUESTION # 150

What does Marketing Cloud authenticate when a user logs in through the user interface?

- A. If the user is logging in from a whitelisted IP address
- B. If the user is assigned a role in the parent business unit
- C. If the user has login hours enabled on their profile
- D. If the user is an API User on their record

Answer: A

NEW QUESTION # 151

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