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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q12-Q17):

NEW QUESTION # 12

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.
What should NTO do to create this audience?

- A. Data Filters
- B. SQL Queries
- C. Journey
- D. Measures

Answer: B

Explanation:
Explanation
To create an audience based on complex criteria such as engagement and location, NTO should use SQL Queries5. SQL Queries allow NTO to write custom queries that can join data from different data extensions and filter based on various conditions5. Measures are used to define engagement metrics such as opens and clicks, but they cannot be used to filter by location or combine with other criteria5. Data Filters are used to filter data based on simple criteria such as attributes or measures, but they cannot be used to join data from different sources or filter by location5. Journey is used to create personalized customer journeys based on triggers and activities, but it is not a tool for creating audiences5.

NEW QUESTION # 13

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.
Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Normalize data and fields to prevent redundancy.
- B. Ensure all available data is included.
- C. Identify and assign appropriate keys to tie records together.
- D. Remove nonessential data for marketing purposes.
- E. Ensure every data source has a sendable field.

Answer: A,C,D

Explanation:
As the Marketing Cloud admin plans to expand the data model to include SMS and Push channels, it's important to prepare the data model for high data quality:
A). Remove nonessential data for marketing purposes: This helps streamline data management and ensures the data model is not cluttered with irrelevant information, making it easier to manage and use.
B). Identify and assign appropriate keys to tie records together: Proper key management ensures that different data sources can be linked effectively, facilitating a unified view across different marketing channels.
C). Normalize data and fields to prevent redundancy: Normalization reduces data redundancy and inconsistency, which is essential for maintaining data integrity and efficiency in a multi-channel environment.
Reference: Salesforce Help - Data Management Best Practices

NEW QUESTION # 14

A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order_Details, and 'Products.
The data extensions contain the following information:
- Orders: OrderId, CustomerID,OrderNumber, OrderDate, OrderTotal, GrandTotal
- Order_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount
- Products: ProductId, SKU, Name, Description, Cost, Price
Which two actions should be taken in Data Designer?
Choose 2 answers

- A. Create a one-to-one relationship between Order_Details and Products.
- B. Create a one-to-one relationship between Orders and Order_Details.
- C. Create a one-to-one relationship between the contact record and Order Details.
- D. Create a one -to -many relationship between Orders and Order_Details.

Answer: A,D

Explanation:
In the scenario of managing data relationships for an eCommerce site:
B). Create a one-to-many relationship between Orders and Order_Details: This relationship allows multiple order details (such as individual items, quantities, and prices) to be associated with a single order, reflecting the typical structure of an eCommerce transaction.
D). Create a one-to-one relationship between Order_Details and Products: This relationship links each order detail line to a specific product, allowing for detailed tracking and analysis of product sales.
These relationships set up a logical and functional structure in Data Designer, enabling effective data management and utilization for reporting and customer insights.
Reference: Salesforce Help - Data Designer

NEW QUESTION # 15
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. Ensure a Custom response is enabled for Automated Response in Reply mail Management
- B. Select Unsubscribe Manual requests in Reply Mail Management
- C. Verify Reply Mail Management has been enabled in the account
- D. Select Delete Auto-Replies and Out-of-Office mail Management

Answer: B,C

Explanation:
To automate the process of unsubscribing customers who request removal via email replies, the Marketing Cloud admin should first ensure that Reply Mail Management (RMM) is enabled in the account. This feature manages responses to emails sent from Marketing Cloud. Additionally, within RMM settings, the admin should select "Unsubscribe Manual requests." This setting enables the system to automatically process unsubscribe requests from customers who manually reply asking to be removed from mailing lists. This helps in maintaining compliance with customer preferences and email marketing laws.

NEW QUESTION # 16
A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?
Choose 2 answers

- A. The consultant should enable deep linking in Marketing Cloud Connect configuration.
- B. The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.
- C. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- D. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

Answer: A,C

Explanation:
To enable Sales Cloud users to create and send Marketing Cloud emails:
User Mapping: Ensure there is a one-to-one relationship between Sales Cloud and Marketing Cloud users to facilitate seamless functionality and data consistency.
Deep Linking: Enable deep linking in Marketing Cloud Connect. This allows Sales Cloud users to access Marketing Cloud features directly from within the Sales Cloud interface, enhancing user experience and efficiency.
Reference: Salesforce Marketing Cloud Connect

NEW QUESTION # 17
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