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Eliminates confusion while taking the Salesforce Certified Marketing Cloud Administrator Exam exam. Prepares you for the format of your Marketing-Cloud-Administrator exam dumps, including multiple-choice questions and fill-in-the-blank answers. Comprehensive, up-to-date coverage of the entire Marketing-Cloud-Administrator curriculum. Marketing-Cloud-Administrator practice questions are based on recently released Marketing-Cloud-Administrator Exam Objectives. Includes a user-friendly interface allowing you to take the Marketing-Cloud-Administrator practice exam on your computers, like downloading the PDF, Web-Based Marketing-Cloud-Administrator practice test DumpsFree, and Desktop Marketing-Cloud-Administrator practice exam.

The Salesforce Certified Marketing Cloud Administrator Exam certification program is ideal for marketing professionals, digital marketers, email marketing managers, and CRM administrators who want to enhance their skills in managing the Salesforce Marketing Cloud platform. By earning the certification, candidates can demonstrate their proficiency in using the Marketing Cloud platform to drive engagement, increase customer loyalty, and improve business outcomes.

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There is no doubt that having a Marketing-Cloud-Administrator certificate is of great importance to our daily life and daily work, it can improve your comprehensive strength when you are seeking for a decent job or competing for an important position, mainly because with Marketing-Cloud-Administrator Certification, you can totally highlight your resume and become more confident in front of your interviewers and competitors. In this case, our Marketing-Cloud-Administrator question torrent can play a very important part in helping you achieve your dream.

To prepare for the Salesforce Marketing-Cloud-Administrator certification exam, candidates can take advantage of various resources such as Salesforce Trailhead, online courses, study guides, and practice exams. It is recommended that candidates have a good understanding of the Marketing Cloud platform and its various features and functionalities before taking the exam. Once certified, individuals can showcase their skills and expertise to potential employers and clients, which can lead to better job opportunities and higher salary packages.

Salesforce Marketing-Cloud-Administrator certification is a valuable credential for professionals who want to demonstrate their expertise in marketing automation and cloud-based marketing solutions. Salesforce Certified Marketing Cloud Administrator Exam certification exam is designed to test the knowledge and skills of candidates in areas such as email marketing, mobile marketing, social media marketing, and digital advertising. By passing Marketing-Cloud-Administrator Exam, candidates can prove their proficiency in using the Salesforce Marketing Cloud platform to design, execute, and analyze marketing campaigns.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions

(Q116-Q121):

NEW QUESTION # 116

Northern Trail Outfitters (NTO) has decided to use Journey Builder to launch event-driven lifecycle marketing programs. This includes personalized interactions with customers with the goal of increasing purchase frequency.

Which two pieces of information would help NTO achieve this objective?

Choose 2 answers

- A. Products purchased from a competitor.
- B. Last purchase date
- C. Number of items per order.
- D. Channel preference of customers.

Answer: B,C

NEW QUESTION # 117

A Marketing Cloud admin wants to create an SFTP User for the first time.

Which two considerations should be taken when configuring an SFTP User? Choose 2 answers

- A. By default, the password will be the password of the logged-in user.
- B. Minimum password length is 12 characters.
- C. Once created, the user will need to be activated in order to use the SFTP.
- D. By default, the username is the MID for the current Marketing Cloud MID.

Answer: B,C

Explanation:

When configuring an SFTP user in Marketing Cloud, the following considerations should be taken into account:

B). Minimum password length is 12 characters: Ensuring password security, Marketing Cloud requires SFTP passwords to have a minimum length of 12 characters.

D). Once created, the user will need to be activated in order to use the SFTP: After the SFTP user account is created, it must be activated by the admin before it can be used for file transfers.

Reference: Salesforce Help - Manage SFTP Users

NEW QUESTION # 118

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 data extension is located in the Synchronized Data Extensions folder.
- 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 send relationship links Subscriber Key to Subscribers on Email Address

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 # 119

Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams. How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- A. Filter data view permissions at the subscriber level
- B. Deploy separate Publication Lists for each region within one account
- C. Deploy Multi-Org with a single Marketing Cloud Account
- D. Separate regions into business units and apply Subscriber Filters

Answer: D

NEW QUESTION # 120

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- A. Data Manager and Analyst
- B. Content Creator and Marketing Cloud Viewer
- C. Analyst and Marketing Cloud Viewer

Answer: A

NEW QUESTION # 121

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