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We can conclude this post with the fact that to clear the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) certification exam, you need to be prepared before, study well, and practice. You cannot rely on your luck to score well in the Marketing-Cloud-Administrator exam. You have to prepare with TestKingFree real Salesforce Marketing-Cloud-Administrator Exam Questions to clear the Marketing-Cloud-Administrator test in one go. You will also receive up to 365 days of free updates and Marketing-Cloud-Administrator dumps pdf demos. Purchase the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) practice tests today and get these amazing offers.

Passing the Salesforce Marketing-Cloud-Administrator Exam requires a thorough understanding of the platform's features, including email marketing, data management, segmentation, and campaign management. Candidates must also demonstrate their ability to use the platform's reporting and analytics capabilities to track and measure the success of their marketing campaigns. Salesforce Certified Marketing Cloud Administrator Exam certification demonstrates that the candidate has the knowledge and skills required to effectively manage and optimize Salesforce Marketing Cloud, and is a valuable asset for anyone looking to build a career in digital marketing.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions

(Q50-Q55):

NEW QUESTION # 50

Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.

What consideration could account for this behavior?

- A. Data retention settings were incorrect in the data extension.
- B. Contact Builder was not configured properly.
- C. The data extension was not configured as sendable.
- D. The email address in All Subscribers is prioritized.

Answer: D

Explanation:

The issue where a customer continues to receive emails despite unsubscribing and being deleted from the data extension likely arises because the email address in All Subscribers still exists and is active. In Marketing Cloud, the All Subscribers list acts as a master list overriding subscription statuses in individual data extensions. Thus, even if a customer is removed from a specific data extension, if their status in All Subscribers is not updated to 'Unsubscribed,' they will continue to receive communications.

Reference: Salesforce Help - All Subscribers List

NEW QUESTION # 51

While setting up marketing Cloud Connect, a marketing cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:

Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud User. Contact your system administrator.

The admin notices the Marketing cloud for AppExchange Admin option is selected when looking for the user settings.

What action should correct the issue?

- A. Reset all user passwords to force new tokens
- B. Apply the Administrator and Marketing Cloud Administrator permission sets to user.
- C. Apply the appropriate user mappings in the CRM configuration.
- D. Apply the marketing Cloud for AppExchange User option as well

Answer: B

Explanation:

Explanation

To correct the issue of insufficient user permissions, the admin should apply the Administrator and Marketing Cloud Administrator permission sets to the user. These permission sets grant access to the Marketing Cloud tab in Sales Cloud and allow the user to complete the integration. The Marketing Cloud for AppExchange Admin option is not enough to grant access to the Marketing Cloud tab

NEW QUESTION # 52

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit.

What could explain this behavior?

- A. Data in data extensions corresponding to the customer
- B. The user Is getting deleted from the AN Subscribers list
- C. The user gets Added to a blocklist that causes an Enterprise level unsubscribe
- D. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

Answer: D

Explanation:

Explanation

Business unit unsubscribe setting causes an Enterprise level unsubscribe is what could explain this behavior.

Business unit unsubscribe setting is a setting that determines how unsubscribes are handled across different business units in an account. If this setting is enabled, when a subscriber unsubscribes from an email sent from one business unit, they will also be unsubscribed from all other business units in the account. This is also known as an Enterprise level unsubscribe

NEW QUESTION # 53
Northern Trail Outfitters (NTO) uses Sender Authentication Package (SAP) for branding purposes. Their German business unit is configured with the SAP domain de.ntomarketing .com.
The German NTO team is preparing for a campaign and wants to use customized Cloud Pages with the domain de-special.ntomarketing.com.
How could the Marketing Cloud admin meet this requirement?

- A. Purchase a new private Domain for use in CloudPages
- B. Purchase a new SAP for de-special.ntmarketing.com
- C. CloudPages must use pages.ntmarketing.com
- D. CloudPages must use the SAP domain

Answer: A

Explanation:
Purchasing a new private domain for use in CloudPages allows the admin to use a customized domain name for CloudPages, such as de-special.ntomarketing.com. This domain can be different from the SAP domain, which is used for email branding and deliverability. The other options are not feasible or correct.

NEW QUESTION # 54
A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:
* Emails will be built using a custom dynamic template for these messages.
* Links will vary over time and across campaigns.
* Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
* Retargeting messages will dynamically populate content based on regional market.
In order for this solution to be viable, which skill set does the customer team need to possess?

- A. HTML
- B. SSJS
- C. AMPscript
- D. SQL

Answer: C

Explanation:
For the customer's requirement of retargeting subscribers based on click activity with dynamic content adjustment based on regional market, the necessary skill set is AMPscript. AMPscript will allow the team to dynamically populate email content based on data attributes such as regional market from the master subscriber data extension, and it can also handle complex decisioning based on subscriber interactions within the email (like clicks on links).
Reference: Salesforce Help - AMPscript

NEW QUESTION # 55
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