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Salesforce Marketing-Cloud-Administrator (Salesforce Certified Marketing Cloud Administrator) Exam is designed to test the knowledge and skills of professionals who are responsible for managing and administering Salesforce Marketing Cloud. Marketing-Cloud-Administrator Exam measures the candidate's proficiency in various areas such as email marketing, mobile marketing, social media marketing, data management, and analytics.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q28-Q33):

NEW QUESTION # 28
A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks.
They have communicated the following: They currently have 3 million customers.
They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).
Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up is important to establish a positive sender reputation.
- B. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- C. IP ramp -up can be bypassed, given their historical lack of deliverability issues.
- D. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.

Answer: A,B

NEW QUESTION # 29
A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.
When should the admin create separate business units for each of NTO's brands?

- A. Multiple brand logos must be accommodated in an email header
- B. NTO requires SSL certificate configurations for Content Builder and Portfolio images
- C. Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns
- D. A new sender profile needs to be leveraged for sending transactional emails

Answer: C

Explanation:
Explanation
The admin should create separate business units for each of NTO's brands when brand-specific private domains need to be leveraged when wrapping images and links in email campaigns. A private domain is a domain name that NTO owns and uses for their email sends, such as email.nto.com. A private domain can be used to wrap images and links in emails to improve deliverability and branding. However, a private domain can only be associated with one business unit in Marketing Cloud, so NTO needs to create separate business units for each brand that requires a different private domain2. The other options are incorrect because:
* NTO requires SSL certificate configurations for Content Builder and Portfolio images. This is not a reason to create separate business units for each brand, as SSL certificate configurations can be applied
* at the account level or the business unit level. SSL certificates are used to secure the connection between NTO's web server and their subscribers' browsers, and can be applied to Content Builder or Portfolio images to ensure they are delivered over HTTPS3.
* Multiple brand logos must be accommodated in an email header. This is not a reason to create separate business units for each brand, as multiple brand logos can be accommodated in an email header using dynamic content or AMPscript. Dynamic content or AMPscript are features that allow NTO to display different content in their emails based on subscriber attributes or data extension fields4.
* A new sender profile needs to be leveraged for sending transactional emails. This is not a reason to create separate business units for each brand, as a new sender profile can be created and leveraged within the same business unit. A sender profile is a configuration that defines the sender information for an email, such as the from name, from address, reply address, and sender classification5.

NEW QUESTION # 30

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Safehouse
- B. Original SFTP folder
- C. Target Data Extension
- D. Selected SFTP folder

Answer: D

NEW QUESTION # 31

Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year.

What action should be taken to populate the Einstein Engagement Scoring Dashboard?

- A. Select the channels (Emails, Push, SMS) to report on then click Activate
- B. Click Deploy and results are available immediately
- C. Select one of the Predictive Algorithms then click Deploy
- D. Click Activate and wait for an email notification

Answer: C

NEW QUESTION # 32

Northern Trails Outfitters uses Doubleclick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A. Datorama
- B. Google Marketing Platform
- C. Interaction Studio
- D. Einstein AI

Answer: A

NEW QUESTION # 33

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