Marketing-Cloud-Administrator Test Vce | Marketing-Cloud-Administrator Reliable Test Question

ITexamReview is one of the leading platforms that has been helping Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) exam candidates for many years. Over this long time period we have helped Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) exam candidates in their preparation. They got help from ITexamReview Salesforce Marketing-Cloud-Administrator Practice Questions and easily got success in the final Salesforce Marketing-Cloud-Administrator certification exam. You can also trust ITexamReview Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) exam dumps and start preparation with complete peace of mind and satisfaction.

Earning the Salesforce Marketing-Cloud-Administrator certification demonstrates your commitment to staying up-to-date on the latest trends and best practices in Marketing Cloud administration. It also sets you apart from your peers and can open up new career opportunities in the field of marketing automation. With this certification, you will be recognized as a trusted expert in Salesforce Marketing Cloud administration and will have the skills and knowledge necessary to drive successful marketing campaigns.

To become a Salesforce Certified Marketing Cloud Administrator, candidates must pass a 60-question multiple-choice exam within a time limit of 90 minutes. Marketing-Cloud-Administrator Exam covers a range of topics, including data management, email marketing, social media marketing, mobile marketing, and reporting and analytics. Candidates must also have a good understanding of Salesforce Marketing Cloud features and functionality, as well as experience in implementing and managing campaigns using the platform.

>> Marketing-Cloud-Administrator Test Vce <<

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions

(Q51-Q56):

NEW QUESTION # 51

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.
Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. Advanced Audit Trail
- B. Single Sign on Authentication
- C. IP Whitelisting
- D. Field Level Encryption

Answer: C

NEW QUESTION # 52

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 at the user settings
What action should correct the issue?

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

Answer: D

Explanation:
Explanation
To correct the issue of not being designated as an integrated Marketing Cloud user, the admin should apply the administrator and Marketing Cloud Administrator permission sets to the user5. The administrator permission set grants the user access to all standard objects and settings in Sales Cloud, while the Marketing Cloud Administrator permission set grants the user access to Marketing Cloud Connect features and settings in Sales Cloud. These permission sets are required for completing the integration between Sales Cloud and Marketing Cloud. The other options are incorrect because:
* Apply the Marketing Cloud for AppExchange User option as well. This option will not correct the issue, as it only grants the user access to Marketing Cloud Connect features in Marketing Cloud, not in Sales Cloud. The user also needs access to Marketing Cloud Connect features in Sales Cloud to complete the integration5.
* Reset all passwords to force new tokens. This option will not correct the issue, as it only affects the authentication tokens for API users, not for integrated users. The user needs to be designated as an integrated user before they can use their credentials to log in to Marketing Cloud from Sales Cloud5.
* Apply the appropriate user mappings in the CRM configuration. This option will not correct the issue, as it only affects how users are mapped between Sales Cloud and Marketing Cloud based on their email addresses or usernames. The user needs to be designated as an integrated user before they can be mapped between the two systems5.

NEW QUESTION # 53

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.
What should the admin confirm to resolve the issue?

- A. The Data extension is marked as Sendable and Testable
- B. The data extension is marked as Sendable
- C. The data extension contains a Salesforce ID
- D. The data extension is linked using the Contact Key

Answer: B

Explanation:
To resolve the issue of a data extension not appearing for email sends, confirm:
Sendable Status: Ensure the data extension is marked as Sendable. This setting links the data extension to a subscriber attribute,

allowing it to be used for email sends.

Configuration Check: Verify the send relationship within the data extension properties, ensuring it correctly relates to the subscriber key or another unique identifier used for email campaigns.

Reference: Salesforce Marketing Cloud Data Extension Setup

NEW QUESTION # 54

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.

Which two settings should be selected before the admin can configure the Holdback percentage?

Choose 2 answers

- A. Data Extension entry source
- B. Winner evaluation
- C. Run Once schedule type
- D. Journey re-entry settings

Answer: B,C

Explanation:

Explanation

Run Once schedule type and Winner evaluation are two settings that should be selected before the admin can configure the Holdback percentage. Path Optimizer is a feature that allows marketers to test different paths in a journey and select a winner based on a specific metric. To use Path Optimizer, the admin needs to select a schedule type of Run Once, which means the journey will run only once for a single batch of contacts. The admin also needs to select a winner evaluation, which determines how long the test will run and how the winner will be chosen. After selecting these settings, the admin can configure the Holdback percentage, which is the percentage of contacts that will not enter any path until a winner is selected

NEW QUESTION # 55

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

- A. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
- 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. The consultant should enable deep linking in Marketing Cloud Connect configuration.

Answer: C,D

NEW QUESTION # 56

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