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Salesforce Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator Exam

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Salesforce Marketing-Cloud-Administrator Exam is a certification exam that tests a candidate's knowledge and skills in using Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Administrator Exam certification is highly valued by employers and is recognized worldwide. It is an essential asset for marketing professionals looking to advance their careers or for those seeking new job opportunities in the marketing industry.

## Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q54-Q59):

### NEW QUESTION # 54

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key. Which import type could the admin use instead?

- A. Add Only
- **B. Overwrite**
- C. Add and Update
- D. Update Only

**Answer: B**

Explanation:

Explanation

To import data into a non-sendable data extension without a primary key, the admin could use the Overwrite import type<sup>3</sup>. This import type will delete all existing records in the data extension and replace them with the new records from the import file. This import type does not require a primary key because it does not need to match or update any existing records. The other options are incorrect because:

\* Add Only. This import type will add new records to the data extension without affecting existing records. However, this import type requires a primary key to prevent duplicate records from being added<sup>3</sup>.

\* Add and Update. This import type will add new records and update existing records in the data extension based on the primary key. However, this import type requires a primary key to match and update the existing records<sup>3</sup>.

\* Update Only. This import type will update existing records in the data extension based on the primary key. However, this import type requires a primary key to match and update the existing records<sup>3</sup>.

### NEW QUESTION # 55

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- \* Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
- \* Contact records will be augmented by relational data tables via Contact Builder.
- \* The customer data file will contain 5M records with 40+ attributes.
- \* One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- \* A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- **A. Data extensions are necessary for Contact Builder**
- B. Data extensions can store HTML code as an attribute.
- C. Data extensions allow for add/update Import activity.
- D. Data extensions support Customer ID to be used as Subscriber Key.

**Answer: A**

### NEW QUESTION # 56

Northern Trail Outfitters wants to set up their Send Log data extension Which three considerations should be made for long term success?

Choose 3 answers

- A. Add custom fields not included in the Send Log Template
- B. Log attribute data necessary for auditing communications
- C. Set the period to a fixed date in the Data Retention Policy
- D. Apply an appropriately-scoped Data Retention period
- E. Log all variable data captured in emails at send time

**Answer: A,B,D**

Explanation:

For long-term success with Send Log data extension:

\* Data Retention: Implement a scoped retention policy to manage the size of the send log by periodically purging older entries. This prevents database overloads and maintains performance.

\* Custom Fields: Enhance the send log by adding custom fields not included in the default template. This customization allows for capturing specific data points relevant to NTO's needs.

\* Log Auditing Data: Ensure that all necessary attribute data for auditing communication effectiveness and compliance is logged. This includes variables like send context, subscriber responses, and engagement metrics.

### NEW QUESTION # 57

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process?

Choose 2 answers

- A. Open and click activity are tracked in either version.
- B. A custom text version will be sent with your HTML email.
- C. The email will avoid detection by various SPAM filters.
- D. An auto-generated text version will be sent with your HTML email.

**Answer: A,D**

Explanation:

When selecting "Send as Multipart MIME" during the email send process:

Activity Tracking: Both the HTML and text versions of the email allow for the tracking of opens and clicks, ensuring that engagement data is captured regardless of the version the recipient views.

Auto-generated Text Version: Alongside the HTML email, a text version is automatically generated and sent.

This ensures that recipients whose email clients do not support HTML can still receive and read the email content.

Reference: Salesforce Marketing Cloud Email Send Options

### NEW QUESTION # 58

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

**Answer: D**

Explanation:

Explanation

IP Allowlist is the feature that NTO should enable to assist in reducing threats from malicious API attacks. IP Allowlist is a feature that restricts API access to Marketing Cloud from a specific set of IP addresses. By creating an IP Allowlist, NTO can ensure that only authorized users or applications can access their Marketing Cloud account via API

## NEW QUESTION # 59

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