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Salesforce Marketing-Cloud-Administrator Exam is designed to test your knowledge and skills related to the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Administrator Exam certification is intended for professionals who are responsible for administering and managing the Marketing Cloud platform. The Salesforce Certified Marketing Cloud Administrator credential is a valuable certification for professionals who want to demonstrate their expertise in the field of digital marketing.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q62-Q67):

NEW QUESTION # 62

Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit. How should they accomplish this?

- A. Set default permissions with the restrictions on the business unit
- B. Disable the permissions directly within the business unit
- **C. Assign a role to the business unit**
- D. Apply a permission set to the business unit

Answer: C

NEW QUESTION # 63

A Marketing Cloud Admin has noticed a File Drop Automation has been failing on the import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer_import_. The import is configured to look for a file named customer_import_%%Year%%%Month%%%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds.

How should the admin fix the issue?

- **A. Use %%FILENAME_FROM_TRIGGER%% in the import File Activity**
- B. Make sure the filename has a date stamp to avoid duplication
- C. Make sure the file is placed on the correct subfolder within the SFTP
- D. Use the exact filename used for the trigger in the import File Activity

Answer: A

Explanation:

Explanation

When using a filename pattern for a File Drop Automation trigger, the import File Activity should use %%FILENAME_FROM_TRIGGER%% as the file name. This ensures that the import activity will use the same file name as the trigger, regardless of the date stamp or other variations

NEW QUESTION # 64

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account. Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Unique Contact Identifier
- **B. Primary key**
- C. Subscriber ID
- D. Unique Contact email address

Answer: B

NEW QUESTION # 65

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

- **A. Journey Builder**
- B. MobileConnect
- **C. MobilePush**
- D. Contact Builder

Answer: A,C

NEW QUESTION # 66

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 can be bypassed, given their historical lack of deliverability issues.
- **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 accelerated by migrating to pre -warmed IP addresses.
- **D. IP ramp -up is important to establish a positive sender reputation.**

Answer: B,D

Explanation:

For a large retail company migrating to Marketing Cloud, proper IP warming is critical:

- * A. IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers: It's essential to gradually increase the volume of emails sent from a new IP address to build a positive reputation with Internet Service Providers (ISPs).
- * D. IP ramp-up is important to establish a positive sender reputation: Establishing a positive sender reputation with ISPs during the IP warming process helps ensure high deliverability and avoids being flagged as spam.

These responses highlight the necessity and methodology of IP warming when transitioning to a new email platform to maintain deliverability standards.

NEW QUESTION # 67

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