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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q38-Q43):

NEW QUESTION # 38

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

Answer: A

Explanation:

Explanation

To link the new data extensions to the existing contact records, the subscriber ID value should be used.

Subscriber ID is a unique identifier for each contact in Marketing Cloud and is automatically generated when a contact is created. It can be used to relate data extensions in Data Designer.

NEW QUESTION # 39

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommended to ensure content is displayed properly within the email.

- A. AMP script lookup Rows functions
- B. **AMP script conditional against the Gender field**
- C. A/B Test content type
- D. Dynamic Content Wizard

Answer: B

Explanation:

Explanation

AMPscript conditional against the Gender field is the best method to ensure content is displayed properly within the email. It allows creating dynamic content based on the value of the Gender field in the sendable data extension. Dynamic Content Wizard is not suitable for this scenario because it requires creating content areas for each variation of content, which can be cumbersome for a customer with limited technical resources.

AMPscript lookupRows functions and A/B Test content type are not relevant for this scenario.

NEW QUESTION # 40

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should the customer use to create an audience for this campaign?

Choose 3 answers

- A. Conversion Rate
- B. **Lifetime Purchase Value**
- C. Ages in Household
- D. Proximity to Store
- E. Last Purchase Date

Answer: A,B,E

NEW QUESTION # 41

What should be confirmed to ensure Journey Builder directs the subscribers correctly?

- A. **Contract Data is used for the Decision Split.**
- B. Entry Source attributes are available in Journey Settings.
- C. Journey Data is used for the Decision Split.
- D. Filter Contacts are enabled to refine the audience.

Answer: A

Explanation:

Explanation

To ensure Journey Builder directs the subscribers correctly, contact data should be used for the decision split.

Contact data is the data that is stored in the contact model and is available for all journeys. Journey data is the data that is captured at the point of entry and is specific to each journey.

NEW QUESTION # 42

Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud. What should the Marketing Cloud admin consider when sending from the new IP Address?

- A. The IP address is on reserve, is already in use, and has an email sending history.
- B. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.
- C. Building desirable sending history and data will be variable based on list size and engagement.
- D. **Sending in large volumes will alert ISPs the new IP Address is now in use.**

Answer: D

NEW QUESTION # 43

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