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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions

(Q146-Q151):

NEW QUESTION # 146
A Marketing Cloud admin wants to automatically unsubscribe customers who respond to marketing emails asking to be removed from the mailing list.
Which two steps should the admin take to enable this functionality?
Choose 2 answers

- A. Select Unsubscribe Manual requests in Reply Mail Management
- B. Verify Reply Mail Management has been enabled in the account
- C. Select Delete Auto-Replies and Out-of-Office mail Management
- D. Ensure a Custom response is enabled for Automated Response in Reply mail Management

Answer: A,D

Explanation:
Explanation
To automatically unsubscribe customers who respond to marketing emails asking to be removed from the mailing list, the admin should take two steps:
* Ensure a Custom response is enabled for Automated Response in Reply Mail Management. This will allow Marketing Cloud to process replies that contain keywords such as unsubscribe, remove, or opt out and update the subscriber status accordingly.
* Verify Reply Mail Management has been enabled in the account. This will allow Marketing Cloud to handle replies to marketing emails and route them to a designated email address or domain.

NEW QUESTION # 147
Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.
How could the admin receive a file of the bad data rows to confirm this theory?

- A. Move the File Transfer to its own automation and include a notification email address
- B. Update the Import definition to include a notification email address
- C. Update the automation to include a notification email address for Runtime Errors
- D. Move the Import definition to its own automation and include a notification email address

Answer: B

Explanation:
To confirm the theory that the CSV file has an invalid format causing the automation to fail, the Marketing Cloud admin should C. Update the Import definition to include a notification email address. This setting allows the admin to receive notifications and a file of bad data rows when the import process encounters issues, such as invalid data formats, helping to quickly identify and resolve the format errors.
Reference: Salesforce Help - Import Activity

NEW QUESTION # 148
A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet.
Individuals should only be allowed to enter once, and the winner will be selected randomly.
All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.
Which two components are appropriate for this solution?
Choose 2 answers

- A. Send Email Activity with a link to a subscription center.
- B. Data Extension with double opt-in status defined.
- C. Microsite with Smart Capture to store entrants on a data extension.
- D. Microsite with Web Collect to store entrants on a data extension.

Answer: B,C

Explanation:
For the restaurant supply company's need to update their trade show contact collection method:
B). Microsite with Smart Capture to store entrants on a data extension: Smart Capture forms on a microsite provide a direct, digital method to collect entries efficiently and store them directly into a data extension.
D). Data Extension with double opt-in status defined: This setup helps manage consent and ensures compliance with email marketing regulations, as it allows entrants to confirm their subscription to the newsletter through a follow-up email.
These components provide an updated and efficient method for capturing and managing trade show contacts, while also ensuring compliance with marketing regulations.
Reference: Salesforce Help - Smart Capture Forms

NEW QUESTION # 149
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. IP Whitelisting
- C. Field Level Encryption
- D. Single Sign on Authentication

Answer: B

Explanation:
To enhance security against unauthorized API access, Northern Trail Outfitters should:
Enable IP Whitelisting: This security feature restricts API access to Marketing Cloud from only those IP addresses that are pre-approved. This method significantly reduces the risk of malicious access from unrecognized sources.
Configuration: Administrators can configure IP Whitelisting in the Setup area under Security Settings, specifying which IP ranges are allowed to initiate API calls to the account.
Reference: Salesforce Marketing Cloud IP Whitelisting Documentation

NEW QUESTION # 150
Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.
Which Marketing Cloud capability allows for secure transmission of the email address?

- A. Web Analytics Connector
- B. Link Wrapping
- C. Cloud Pages URL AMP script function

Answer: C

Explanation:
Explanation
To pass the email address of a subscriber to a landing page through a URL parameter from a promotional email securely, the admin should use the CloudPagesURL AMPscript function. This function encrypts the email address and other parameters and generates a unique URL for each subscriber. The landing page can then use the RequestParameter AMPscript function to decrypt the email address and other parameters

NEW QUESTION # 151
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