Salesforce - Marketing-Cloud-Administrator–The Best Reliable Exam Preparation

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For Salesforce aspirants wishing to clear the Salesforce test and become a Salesforce Certified Marketing Cloud Administrator Exam certification holder, Exam4Docs Salesforce Marketing-Cloud-Administrator practice material is an excellent resource. By preparing with Exam4Docs actual Salesforce Marketing-Cloud-Administrator Exam Questions, you can take get success on first attempt and take an important step toward accelerating your career. Download updated Marketing-Cloud-Administrator exam questions today and start preparation.

Salesforce Marketing-Cloud-Administrator Certification Exam is an industry-recognized credential that validates the candidate's expertise in managing marketing campaigns using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Administrator Exam certification exam is suitable for professionals who want to advance their careers in marketing automation and demonstrate their expertise to potential employers. Marketing-Cloud-Administrator Exam covers various topics related to marketing automation and requires candidates to have a solid understanding of Salesforce Marketing Cloud tools and features.

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Test Marketing-Cloud-Administrator Question, Marketing-Cloud-Administrator Visual Cert Exam

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q36-Q41):

NEW QUESTION # 36
NTO wants to copy journeys across business units.
What could be used to replicate journey structure so it can be easily recreated in another account?

- A. Journey Extracts
- B. Copy activities
- C. Journey Templates
- D. Deployment Manager

Answer: C

Explanation:
Explanation
To copy journeys across business units, NTO should use Journey Templates1. Journey Templates are reusable journey structures that can be created and shared across business units. NTO can use Journey Templates to replicate journey structure so it can be easily recreated in another account. The other options are incorrect because:
* Deployment Manager. This is a tool that allows NTO to deploy assets and configurations across business units or accounts. However, this tool does not support journeys as an asset type, so it cannot be used to copy journeys across business units2.
* Journey Extracts. This is a feature that allows NTO to export journey data and metrics for reporting and analysis purposes. However, this feature does not allow NTO to copy or import journeys across business units; it only provides a snapshot of journey performance3.
* Copy activities. This is an option that allows NTO to copy individual activities within a journey and paste them in the same or another journey. However, this option does not allow NTO to copy the entire journey structure across business units; it only copies one activity at a time4.

NEW QUESTION # 37
A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

- A. Transparent Data Encryption
- B. Tokenized Sending
- C. Field level Encryption
- D. Key Management

Answer: B

Explanation:
Explanation
To ensure sensitive information needed for email sends is not imported and stored in Marketing Cloud, NTO should implement Tokenized Sending4. Tokenized Sending is a feature that allows NTO to send emails using encrypted tokens instead of actual email addresses. The tokens are generated by an external system and stored in a secure database outside of Marketing Cloud. When NTO sends an email, Marketing Cloud sends the token to the external system, which decrypts it and returns the actual email address. This way, NTO can avoid importing and storing sensitive information in Marketing Cloud. The other options are incorrect because:
* Transparent Data Encryption. This is a feature that encrypts data at rest in Marketing Cloud using encryption keys managed by Salesforce. However, this feature does not prevent NTO from importing and storing sensitive information in Marketing Cloud; it only protects it from unauthorized access5.
* Key Management. This is a feature that allows NTO to manage their own encryption keys for data at rest in Marketing Cloud using an external key management system. However, this feature does not prevent NTO from importing and storing sensitive information in Marketing Cloud; it only gives them more control over their encryption keys.
* Field Level Encryption. This is a feature that encrypts specific fields in data extensions using encryption keys managed by NTO. However, this feature does not prevent NTO from importing and storing sensitive information in Marketing Cloud; it only encrypts it within data extensions.

NEW QUESTION # 38
A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.
Which solution should the admin suggest?

- A. Parameter Manager
- B. Google Analytics 360
- C. Marketing Cloud Connect
- D. AMPscript for Marketing Cloud

Answer: A

Explanation:
Explanation
Parameter Manager is the solution that the admin should suggest. Parameter Manager is a feature that enables marketers to automatically append tracking parameters to links in emails, such as UTM variables. Parameter Manager can be configured at the

account, email, or link level

NEW QUESTION # 39

Which two statements are correct about Send Logging?
Choose 2answers

- A. A business unit can support up to three Send Logs.
- B. SQL Query Activities can reference Send Logs in combination with system data views.
- C. AMP script can be used to pull data from Send Logs for use within emails.
- D. Send Log data extensions are archived automatically based on retention settings.

Answer: A,B

Explanation:
Explanation
SQL Query Activities can reference Send Logs in combination with system data views and a business unit can support up to three Send Logs. These statements are correct about Send Logging, which is a feature that allows marketers to capture additional information about email sends that are not available in standard reports or data view

NEW QUESTION # 40

How are publication lists used in the Marketing Cloud?

- A. To manage subscribers in guided and triggered email sends.
- B. To build dynamic content rules by subscriber type.
- C. To allow subscribers to opt-down/out instead of unsubscribing from all.
- D. To send communication to all subscribers, regardless of opt -in status.

Answer: C

NEW QUESTION # 41

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