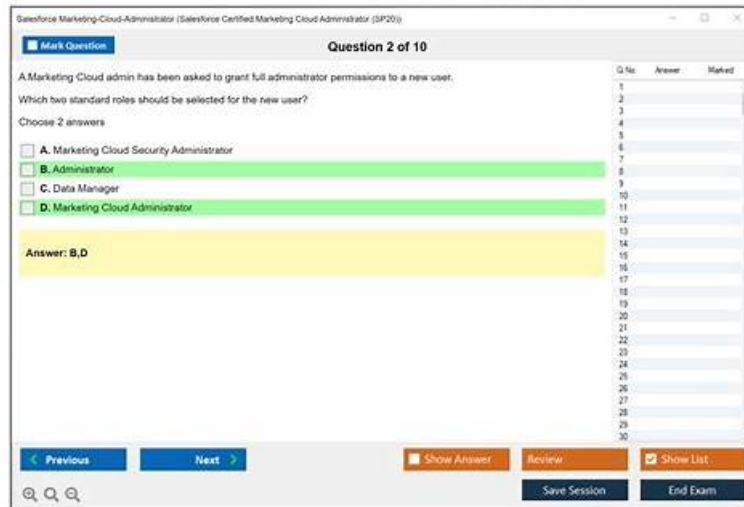


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Salesforce Marketing Cloud Administrator certification exam is suitable for a variety of professionals, including marketing managers, digital marketers, email marketers, campaign managers, and marketing automation specialists. It is also ideal for Salesforce administrators and consultants who want to expand their expertise in marketing automation and customer engagement.

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## Salesforce Marketing-Cloud-Administrator Three formats

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Salesforce Marketing Cloud Administrator certification exam covers a wide range of topics, including email marketing, mobile messaging, social media advertising, data management, and analytics. It requires candidates to demonstrate their knowledge and proficiency in various areas, such as creating and managing data extensions, building and executing email campaigns, implementing automation workflows, and analyzing campaign performance.

## Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q106-Q111):

### NEW QUESTION # 106

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory How should this setup be achieved?

- A. Each business unit should have multiple SFTP users

- B. All child business units should have an individual SFTP user
- C. Child business unit SFTP user should be created
- D. Copy the parent SFTP user into each child business unit

**Answer: D**

Explanation:

To configure multiple business units in Marketing Cloud to use the same SFTP directory, the most efficient method is to copy the parent SFTP user credentials into each child business unit. This approach ensures all business units access the same SFTP directory for file transfers, maintaining consistency and simplifying management of file access across the business units. This setup avoids the complexity and maintenance of separate SFTP users for each business unit, streamlining operations.

Reference: Salesforce Help - SFTP Setup with Business Units

#### NEW QUESTION # 107

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable String to links in emails. Which functionality would allow this?

- A. Web and Mobile Analytics
- B. Personalization Builder
- C. Advertising Studio
- D. Parameter Manager

**Answer: D**

#### NEW QUESTION # 108

A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically, the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete the request?

- A. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
- B. Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- C. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.
- D. Automation Studio: Create a Report Activity to run every seven days.

**Answer: C**

Explanation:

Explanation

To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period.

#### NEW QUESTION # 109

What functionality is contained in Journey Builder that does not exist in Automation Studio?

- A. Flexibility to wait based on duration or a specific time.
- B. The option to convert a qualified Lead to a Contact.
- C. Native execution of a Server-side JavaScript activity.
- D. The ability to send an email to a Salesforce audience.

**Answer: B**

#### NEW QUESTION # 110

A Contact Delete request has been processed for subscribers who have been sent to previously in a Northern Trail Outfitters account, the action did NOT target all contacts in their account and significant number of contacts which have been sent to remain,



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