

Marketing-Cloud-Administrator Training Pdf - Marketing-Cloud-Administrator Exam Flashcards



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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q74-Q79):

NEW QUESTION # 74

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

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 # 75

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

Answer: C,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 # 76

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- * Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
- * Contact records will be augmented by relational data tables via Contact Builder.
- * The customer data file will contain 5M records with 40+ attributes.
- * One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- * A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- A. Data extensions can store HTML code as an attribute.
- **B. Data extensions allow for add/update Import activity.**
- C. Data extensions are necessary for Contact Builder
- D. Data extensions support Customer ID to be used as Subscriber Key.

Answer: B

Explanation:

The advantages of using data extensions over lists in Marketing Cloud, especially given the complex data needs outlined:

- * Add/Update Capability: Data extensions support add/update import activities, allowing for the nightly refresh of the customer data from the data warehouse without duplicating records.
- * Handling Large Data Volumes: Data extensions are more suitable for managing large volumes of data with numerous attributes, such as the scenario described with 5 million records and 40+ attributes.

NEW QUESTION # 77

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer In which two ways should the admin configure Data Designer to allow this data to be used within a journey?

Choose 2 answers

- A. Link the Customers data extension to the data model using Email Address
- **B. Link the Customers data extension to the data model using Customer ID**
- **C. Link the Orders data extension to the Customers data extension using a One-to-Many relationship**
- D. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship

Answer: B,C

Explanation:

To configure the data model in Marketing Cloud for effective use in Journey Builder:

- * Customer ID Linkage: Connect the Customers data extension to the data model using the Customer ID. This serves as a unique identifier to relate customer records across different data extensions.
- * One-to-Many Relationship: Establish a One-to-Many relationship between the Orders data extension and the Customers data extension. This setup accurately reflects that each customer can have multiple orders but each order is linked to only one customer, facilitating targeted messaging based on order status.

NEW QUESTION # 78

A Marketing Cloud admin needs to warm their accounts Dedicated IP.

What option for segmentation aligns with the IP Warming process?

- A. Segment subscribers with soft bounces in their own dedicated send
- B. Segment to those recipients receiving text email versions first
- **C. Segment by domain to limit number of sends to each email provider**
- D. Segment by geographic region as after-hours sends will be marked as spam

Answer: C

Explanation:

Explanation

Segment by domain to limit number of sends to each email provider is the option for segmentation that aligns with the IP Warming

process. IP Warming is the process of gradually increasing email volume from a new or unused IP address to build trust and credibility with Internet Service Providers (ISPs). Segmenting by domain means dividing the email list into smaller groups based on the email domain, such as gmail.com or yahoo.com.

By segmenting by domain, marketers can limit the number of sends to each email provider and avoid being flagged as spam or blocked by the ISPs.

NEW QUESTION # 79

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