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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q17-Q22):

NEW QUESTION # 17

Where would a Marketing Cloud admin view all verified email addresses?

- A. Reply Mail Management

- B. Identity Verification Log
- C. Sender Profiles
- **D. From Address Management**

Answer: D

Explanation:

Explanation

From Address Management is where a Marketing Cloud admin can view all verified email addresses. This feature allows you to manage sender authentication for your email sends by verifying your from addresses and domains.

NEW QUESTION # 18

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts.

Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

- **A. Login detail for each social media account**
- B. Google URL Shortener
- C. Facebook ad manager
- **D. Bitly URL Shortener**

Answer: A,D

Explanation:

Explanation

The two prerequisites for configuring Social Studio to manage NTO's social media accounts are:

* Bitly URL Shortener. This is a service that allows NTO to shorten and customize the URLs that they share on their social media posts. Bitly URL Shortener can also provide analytics and insights on the performance of the URLs, such as clicks, impressions, and conversions². NTO needs to have a Bitly account and connect it to Social Studio before they can use Bitly URL Shortener for their social media posts.

* Login details for each social media account. These are the credentials that NTO needs to access and manage their social media accounts, such as Facebook, Twitter, Instagram, or YouTube. NTO needs to have login details for each social media account and connect them to Social Studio before they can use

* Social Studio to create and publish social media posts. The other options are incorrect because:

* Facebook ad manager. This is a tool that allows NTO to create and manage advertising campaigns on Facebook and its partner platforms, such as Instagram or Messenger. Facebook ad manager can also provide analytics and insights on the performance of the campaigns, such as reach, impressions, and conversions³. However, this is not a prerequisite for configuring Social Studio to manage NTO's social media accounts; it is an optional feature that NTO can use if they want to run paid ads on Facebook or its partner platforms.

* Google URL shortener. This is a service that allows NTO to shorten and customize the URLs that they share on their social media posts. Google URL shortener can also provide analytics and insights on the performance of the URLs, such as clicks, impressions, and conversions⁴. However, this is not a prerequisite for configuring Social Studio to manage NTO's social media accounts; it is an alternative service that NTO can use instead of Bitly URL Shortener.

NEW QUESTION # 19

Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams.

How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- A. Deploy separate Publication Lists for each region within one account
- B. Filter data view permissions at the subscriber level
- **C. Separate regions into business units and apply Subscriber Filters**
- D. Deploy Multi-Org with a single Marketing Cloud Account

Answer: C

Explanation:

To ensure subscriber data is appropriately segregated between the EMEA and AMER teams, the Marketing Cloud admin should separate regions into different business units and apply Subscriber Filters. This setup allows for distinct data management and access controls per region, aligning with security and legal requirements. By configuring business units specific to each region, the admin can effectively control data visibility and operations within those regional contexts.

NEW QUESTION # 20

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Member Record
- **B. Subscriber Key**
- C. Data Extensions
- D. Contact ID

Answer: B

Explanation:

Explanation

Subscriber Key is the component that should be discussed with the customer to allow for this use case.

Subscriber Key is a unique identifier for each subscriber in Marketing Cloud that can be different from the email address. Subscriber Key allows for multiple records to share the same email address but have different subscriber attributes and preferences

NEW QUESTION # 21

A customer frequently holds seminars and other events to interface with their customers. They plan to do the following:

- Use Smart Capture forms to write data into event registration data extensions.
- Cross-reference the records in each registration data extension with corresponding invitation email sends.
- Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?

- **A. SQL**
- B. CSS
- C. AMPscript
- D. HTML

Answer: A

Explanation:

Explanation

The correct answer is B because SQL can be used to cross-reference the records in each registration data extension with corresponding invitation email sends, and to send a follow-up email to customers who click on the registration link but do not complete registration. A is incorrect because AMPscript cannot be used to cross-reference records or send follow-up emails. C is incorrect because HTML cannot be used to cross-reference records or send follow-up emails. D is incorrect because CSS cannot be used to cross-reference records or send follow-up emails.

NEW QUESTION # 22

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