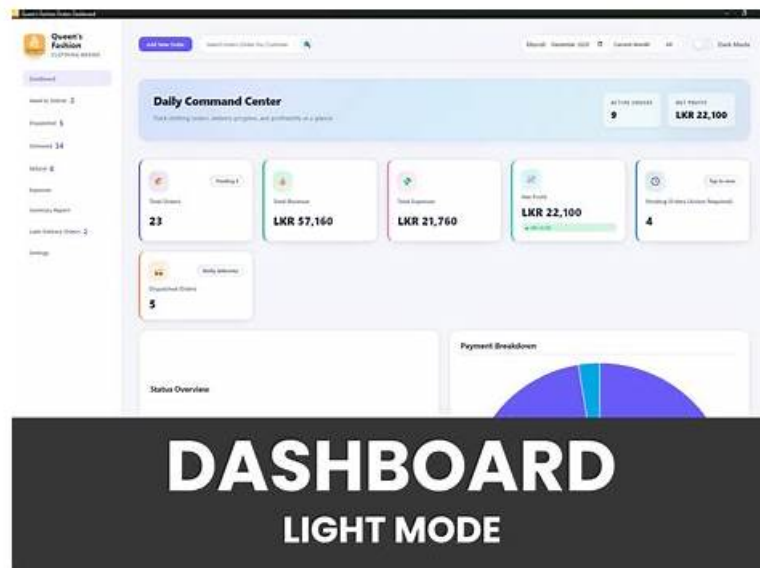# Marketing-Cloud-Administrator Valid Guide Files | Marketing-Cloud-Administrator Reliable Exam Simulations

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Salesforce Marketing Cloud Administrator Exam is a multiple-choice test consisting of 60 multiple-choice questions that should be completed within 90 minutes. Salesforce Certified Marketing Cloud Administrator Exam certification exam can be taken in a proctored or an online environment, depending on the convenience of the candidate. The passing score for the exam is 65%, and the certification is valid for two years, after which it should be renewed to remain relevant. Upon passing the exam, candidates receive a Salesforce Certified Marketing Cloud Administrator certificate, which is an industry-recognized credential that signifies their proficiency in administering Marketing Cloud.

Salesforce Marketing-Cloud-Administrator Exam is intended for those who are responsible for managing and administering the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Administrator Exam certification exam is relevant for marketing professionals who want to improve their knowledge of the platform and advance their careers in digital marketing. It is also relevant for Salesforce administrators who want to expand their knowledge and skills in marketing automation and campaign management.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q147-Q152):

NEW QUESTION # 147
A publishing company has presented the following:
* A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.
* A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.
* The customer's expiration date is included in the data file.
What component should the customer's solution include?
Choose 3 answers

- A. Template-based emails
- B. Suppression list
- C. Automation StudioTerm
- D. Triggered Send
- E. Data Filter

Answer: A,C,E

Explanation:
For a non-technical marketing user to manage a campaign sending renewal reminders:
* Data Filter: Use Data Filters to segment customers based on the expiration date included in the data file.
This enables targeting customers 15 days and 7 days before subscription expiration.
* Template-based Emails: Implement template-based emails to allow the marketing user to easily update and manage email content without needing technical skills or administrative rights.
* Automation Studio: Utilize Automation Studio to schedule and automate the sending of these emails based on the specified criteria, streamlining campaign management.

NEW QUESTION # 148
A Marketing Cloud Administrator noticed a File Drop Automation has been falling on the Import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer import_. The import is configured to look for a file named Customer import %%Year%%%% Month%%%%Day%%.csv, however, the admin notices the filenames Include seconds and milliseconds what should the admin do to fix the issue?

- A. Use the exact file name used for the trigger in the Import File Activity
- B. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity
- C. Make sure the files placed on the correct subfolder within the SFTP
- D. Make sure the team has a date stamp to avoid duplication

Answer: B

NEW QUESTION # 149
A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.
Which two settings should be selected before the admin can configure the Holdback percentage?
Choose 2 answers

- A. Data Extension entry source
- B. Run Once schedule type
- C. Winner evaluation
- D. Journey re-entry settings

Answer: B,C

Explanation:
Explanation
Run Once schedule type and Winner evaluation are two settings that should be selected before the admin can configure the Holdback percentage. Path Optimizer is a feature that allows marketers to test different paths in a journey and select a winner based on a specific metric. To use Path Optimizer, the admin needs to select a schedule type of Run Once, which means the journey will run only once for a single batch of contacts. The admin also needs to select a winner evaluation, which determines how long the test will run and how the winner will be chosen. After selecting these settings, the admin can configure the Holdback percentage, which is the percentage of contacts that will not enter any path until a winner is selected

NEW QUESTION # 150

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.
Which two terms would they add to their website to accomplish this?
Choose 2 answers

- A. Conversion/Cart Code
- B. Recommendation Code
- C. Email Conversion Code
- D. Collect Code

Answer: B,D

Explanation:
To implement item recommendations during the checkout process using Einstein, Northern Trail Outfitters should:
Implement the Collect Code on their website. This JavaScript snippet collects customer behavioral data, which is essential for powering personalized recommendations.
Add the Recommendation Code to the checkout page. This code snippet is responsible for displaying the personalized recommendations generated by Einstein based on the collected data.
Reference: Salesforce Marketing Cloud Einstein Recommendations Implementation Guide
.

NEW QUESTION # 151

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

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

Answer: C

Explanation:
A functionality unique to Journey Builder that is not available in Automation Studio:
Wait Activities: Journey Builder provides the flexibility to configure wait times based not just on a fixed duration but also until a specific date or time, which is essential for personalizing the timing of customer interactions based on individual behaviors or milestones.
Reference: Salesforce Marketing Cloud Journey Builder

NEW QUESTION # 152

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