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**Salesforce Marketing Cloud Administrator Exam**

salesforce

**Know about the content outline**

The topics, broadly, this exam will cover are as follows -

- Digital Marketing Proficiency: 13%
- Subscriber Data Management: 18%
- Setup: 38%
- Channel Management: 16%
- Maintenance: 15%

**Know about the study resources**

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- official online training
- Instructor Led training
- Trailhead Community
- online communities and study groups

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Salesforce Marketing Cloud Administrator certification is suitable for professionals who have experience in managing and administering the Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Administrator Exam certification exam tests the candidate's knowledge of the platform's features and capabilities, including email marketing, social media marketing, mobile marketing, and advertising. Candidates who pass the certification exam demonstrate their ability to manage and administer the Salesforce Marketing Cloud and are recognized as experts in their field.

The Salesforce Certified Marketing Cloud Administrator Exam certification is valid for two years, after which individuals must retake the exam to maintain their certification. However, Salesforce offers various training and certification programs to help individuals stay up-to-date with the latest trends and developments in the field of marketing cloud.

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## Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q98-Q103):

### NEW QUESTION # 98

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender

Authentication Package. They plan to share it across each of their Marketing Cloud accounts Which two considerations would help NTO determine if a Dedicated IP is the right choice?

Choose 2 answers

- A. Pre-warmed IP address can be purchased from Salesforce
- B. All of NTO's accounts should be on the same stack
- C. Send volume is large enough to maintain a positive or neutral reputation
- D. Length of time needed to pause sending is greater than one month

**Answer: B,C**

Explanation:

Explanation

To determine if a Dedicated IP is the right choice for NTO, the admin should consider the following:

\* All of NTO's accounts should be on the same stack<sup>1</sup>. A stack is a group of servers that host Marketing Cloud accounts. A Dedicated IP can only be shared across accounts that are on the same stack<sup>1</sup>.

\* Send volume is large enough to maintain a positive or neutral reputation<sup>2</sup>. A Dedicated IP requires a consistent and high volume of email sends to establish and maintain a good sender reputation with

\* ISPs<sup>2</sup>. If the send volume is too low or irregular, the reputation of the IP may suffer and affect the deliverability of NTO's emails<sup>2</sup>.

The other options are incorrect because:

\* Length of time needed to pause sending is greater than one month. This is not a consideration for choosing a Dedicated IP, but rather a consequence of having one. If NTO pauses sending for more than a month, their Dedicated IP may lose its reputation and need to be re-warmed before resuming sending<sup>2</sup>.

\* Pre-warmed IP address can be purchased from Salesforce. This is not a consideration for choosing a Dedicated IP, but rather an option for acquiring one. A pre-warmed IP address is one that has already been used by another sender and has an established reputation. NTO can purchase a pre-warmed IP address from Salesforce if they want to avoid the warming process for a new IP address

#### NEW QUESTION # 99

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

- A. Google Analytics 360
- B. Web & Mobile Analytics
- C. Conversion Tracking
- D. Collect Tracking code

**Answer: D**

Explanation:

Explanation

The Collect Tracking code is a JavaScript code that is added to a website to capture and send user behavior data to Marketing Cloud. This data is stored in data extensions and can be used for Einstein Recommendations<sup>1</sup>

#### NEW QUESTION # 100

Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.

What consideration could account for this behavior?

- A. The data extension was not configured as sendable.
- B. Contact Builder was not configured properly.
- C. Data retention settings were incorrect in the data extension.
- D. The email address in All Subscribers is prioritized.

**Answer: D**

Explanation:

Explanation

The reason why the customer continues to receive NTO's daily digest at their old address is because the email address in All

Subscribers is prioritized. All Subscribers is the master list of subscribers in Marketing Cloud that stores their email address and subscription status. When NTO sends an email to a data extension, Marketing Cloud checks if the subscriber exists in All Subscribers and uses their email address and status from there. Therefore, deleting the customer from the data extension does not affect their subscription status or email address in All Subscribers. NTO's Marketing Cloud Admin should update or delete the customer from All Subscribers instead. The other options are incorrect because:

\* Data retention settings were incorrect in the data extension. Data retention settings determine how long records are kept in a data extension before they are deleted or archived. However, this does not affect the subscription status or email address of subscribers in All Subscribers.

\* Contact Builder was not configured properly. Contact Builder is a tool that allows NTO to manage their contacts and their attributes across different data sources. However, this does not affect the subscription status or email address of subscribers in All Subscribers.

\* The data extension was not configured as sendable. A sendable data extension is one that has an email address field and a subscriber key field that can be used for sending emails. However, this does not affect the subscription status or email address of subscribers in All Subscribers.

### NEW QUESTION # 101

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

- A. Only active email subscriber is counted.
- **B. There are overlapping contacts in each of the channel**
- C. Mobile subscribers are not counted as contacts.
- D. Synchronized contacts are only counted after sending

**Answer: B**

Explanation:

The reason why the total contact count of 500,000 is less than the summed total of email subscribers, synchronized contacts, and mobile subscribers is D. There are overlapping contacts in each of the channels.

This overlap occurs when the same contact is counted across different channels (e.g., a contact might be both an email subscriber and a mobile subscriber), thus leading to a lower total contact count when duplicates are not counted more than once.

Reference: Salesforce Help - Contact Count Calculation

### NEW QUESTION # 102

Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists.

How should the user be updated to allow the analyst the appropriate access?

- **A. Remove Marketing Cloud Viewer**
- B. Add Marketing Cloud Security Administrator
- C. Add Distributed Sending user
- D. Remove Marketing Cloud Channel manager

**Answer: A**

Explanation:

Explanation

Removing Marketing Cloud Viewer role from the user would allow the analyst to import contact lists. The Marketing Cloud Viewer role is a read-only role that prevents users from performing any actions on data or content. The Marketing Cloud Channel Manager role already grants the user permission to import contact lists.

The other options would not solve the problem or are unnecessary.

### NEW QUESTION # 103

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