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The Marketing-Cloud-Administrator certificate is the bridge between "professional" and "unprofessional", and it is one of the ways for students of various schools to successfully enter the society and embark on an ideal career. It is also one of the effective ways for people in the workplace to get more opportunities. But few people can achieve it for the limit of time or other matters. But with our Marketing-Cloud-Administrator Exam Questions, it is as easy as pie. Just buy our Marketing-Cloud-Administrator training guide, then you will know how high-effective it is!

Salesforce Marketing-Cloud-Administrator Certification Exam is designed to test an individual's understanding of how to manage and implement marketing campaigns using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Administrator Exam certification is intended for individuals who work as administrators or consultants in organizations that use Salesforce Marketing Cloud. By earning this certification, professionals can demonstrate their knowledge and skills in areas such as email marketing, social media marketing, mobile marketing, and data management.

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To prepare for the Salesforce Marketing-Cloud-Administrator certification exam, candidates can take advantage of various resources such as Salesforce Trailhead, online courses, study guides, and practice exams. It is recommended that candidates have a good understanding of the Marketing Cloud platform and its various features and functionalities before taking the exam. Once certified, individuals can showcase their skills and expertise to potential employers and clients, which can lead to better job opportunities and higher salary packages.

Salesforce Marketing-Cloud-Administrator Certification Exam is designed to test the knowledge and skills of professionals who work with the Salesforce Marketing Cloud platform. Marketing-Cloud-Administrator exam is intended for individuals who are responsible for configuring, managing, and implementing various marketing automation tools and campaigns using the platform. Marketing-Cloud-Administrator exam is intended to validate the knowledge and skills needed to effectively manage and optimize marketing campaigns across multiple channels.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q45-Q50):

NEW QUESTION # 45
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. Automation StudioTerm
- B. Suppression list
- C. Triggered Send
- D. Template-based emails
- E. Data Filter

Answer: A,D,E

Explanation:
Explanation
Data Filter, Template-based emails, and Automation Studio are the components that the customer's solution should include. Data Filter is used to segment a data extension based on specific criteria, such as the customer's expiration date. Template-based emails are used to create emails with predefined layouts and content blocks that can be easily customized by a general marketing user. Automation Studio is used to automate the email sends based on a schedule or a trigger

NEW QUESTION # 46
Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year Where would the admin retrieve this information?

- A. Studio > Email > Subscribers > All Subscribers
- B. Analytics Builder > Reports > Email Send Report
- C. Contact Builder > All Contacts > Email
- D. Email Studio > Email > Tracking > Sends

Answer: B

Explanation:
Explanation
The Email Send Report in Analytics Builder is the best place to view the total number of emails sent across all business units in the last calendar year. This report provides a summary of email performance metrics such as sends, opens, clicks, bounces, and unsubscribes for a specified time period.

NEW QUESTION # 47
Northern Trail Outfitters has Imported a file Into All Subscribers. They then received a results file stating admin@example.com could NOT be imported.
Which error code would the file contain for this record?

- A. Invalid Email Address
- B. Skipped Records
- C. Restricted Values
- D. List Detective

Answer: D

Explanation:
When Northern Trail Outfitters imported a file into All Subscribers and received a results file indicating that admin@example.com could not be imported, the likely error code that would appear in the file is B. List Detective. List Detective is a built-in functionality of Marketing Cloud that prevents the addition of email addresses that do not meet certain criteria to ensure list quality and compliance. It automatically blocks common role-based emails or improperly formatted email addresses.
Reference: Salesforce Help - List Detective

NEW QUESTION # 48
What storage model should be used if a subscriber has more than one value for an attribute?

- A. Lists
- B. Publication Lists
- C. Profile Attribute
- D. Data Extensions

Answer: D

Explanation:
For handling multiple values for a subscriber attribute effectively:
Use Data Extensions: Data Extensions provide a flexible and scalable storage model that can accommodate complex data types, including multiple values for a single attribute per subscriber.
Advantages: Unlike Profile Attributes, which limit each subscriber to a single value per attribute, Data Extensions allow the creation of relational data models that can store multiple entries for individual attributes.
Reference: Salesforce Marketing Cloud Data Extensions

NEW QUESTION # 49
Which two data structures could be configured to appear In the out-of-the-box Subscription Center? Choose 2 answers

- A. Lists
- B. Data Extensions
- C. Groups
- D. Publication Lists

Answer: A,D

NEW QUESTION # 50
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