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- India: 74,479 INR
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Salesforce Marketing Cloud is a leading marketing automation platform that helps businesses engage with their customers across multiple channels. The Salesforce Marketing-Cloud-Administrator Certification Exam is designed for professionals who want to demonstrate their expertise in implementing and managing marketing campaigns using the Salesforce Marketing Cloud platform. Marketing-Cloud-Administrator exam tests the candidate's knowledge of various marketing automation concepts, including email marketing, mobile marketing, social media advertising, and data management.

Salesforce Marketing Cloud is a powerful marketing automation platform that helps businesses to create and manage personalized customer journeys across multiple channels, including email, mobile, social media, and web. The platform enables businesses to create targeted marketing campaigns, automate marketing workflows, and measure the effectiveness of their marketing efforts.

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Earning the Salesforce Marketing-Cloud-Administrator Certification demonstrates your commitment to staying up-to-date on the latest trends and best practices in Marketing Cloud administration. It also sets you apart from your peers and can open up new career opportunities in the field of marketing automation. With this certification, you will be recognized as a trusted expert in Salesforce Marketing Cloud administration and will have the skills and knowledge necessary to drive successful marketing campaigns.

## Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q121-Q126):

### NEW QUESTION # 121

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user. Which two standard roles should be selected for the new user?

Choose 2 answers

- A. Marketing Cloud Security Administrator
- **B. Administrator**
- **C. Marketing Cloud Administrator**
- D. Data Manager

**Answer: B,C**

Explanation:

Administrator and Marketing Cloud Administrator are two standard roles that should be selected for the new user. Administrator is a standard role that grants full access to all features and functions in Marketing Cloud, such as creating and managing users, roles, permissions, business units, and security settings. Marketing Cloud Administrator is a standard role that grants access to all features and functions in Marketing Cloud except for user management. By selecting both roles, the new user will have full administrator permissions in Marketing Cloud

### NEW QUESTION # 122

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- A. Configure the business unit data retention setting to 12 months
- B. Configure the Enterprise-wide default retention to one year
- C. Set inactive data to be automatically cleared after one year, but is recoverable
- **D. Apply a Row Based Retention to each data extension as it is created, set to 12 months**

**Answer: D**

Explanation:

Explanation

Apply a Row Based Retention to each data extension as it is created, set to 12 months is the action that should be taken. Row Based Retention is a setting that allows marketers to specify how long records in a data extension should be retained based on their creation or modification date. By applying a Row Based Retention of 12 months to each data extension, any inactive data that is

older than 12 months will be automatically deleted from the data extension

#### NEW QUESTION # 123

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- A. Configure the business unit data retention setting to 12 months
- B. Configure the Enterprise-wide default retention to one year
- C. Set inactive data to be automatically cleared after one year, but is recoverable
- **D. Apply a Row Based Retention to each data extension as it is created, set to 12 months**

**Answer: D**

Explanation:

To manage data retention for inactive data in data extensions, the best approach is to apply a Row Based Retention policy directly to each data extension. This method allows precise control over how long data is retained based on the creation or modification date of each row.

\* Row Based Retention: Set this on each data extension as it is configured. Specify that data should be cleared after 12 months of inactivity. This approach ensures that only data which has not been engaged with for the specified period is removed, thus optimizing data storage and maintaining compliance with data management policies.

#### NEW QUESTION # 124

Northern Trails Outfitters uses DoubleClick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A. Google Marketing Platform
- B. Interaction Studio
- **C. Datorama**
- D. Einstein AI

**Answer: C**

Explanation:

Explanation

Datorama is a marketing intelligence platform that can integrate data from various sources, such as Marketing Cloud, Google Analytics, Facebook Ads, and DoubleClick Bid Manager, and provide insights and analytics to optimize marketing campaigns.

#### NEW QUESTION # 125

How are publication lists used in the Marketing Cloud?

- A. To manage subscribers in guided and triggered email sends.
- B. To build dynamic content rules by subscriber type.
- **C. To allow subscribers to opt-down/out instead of unsubscribing from all.**
- D. To send communication to all subscribers, regardless of opt -in status.

**Answer: C**

Explanation:

Publication lists in the Marketing Cloud are used to allow subscribers to opt-down or opt-out of specific types of communications without unsubscribing from all communications. This functionality enables more granular control over communication preferences, helping organizations maintain engagement with subscribers who might not be interested in all content but still wish to receive certain types of messages.

#### NEW QUESTION # 126

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