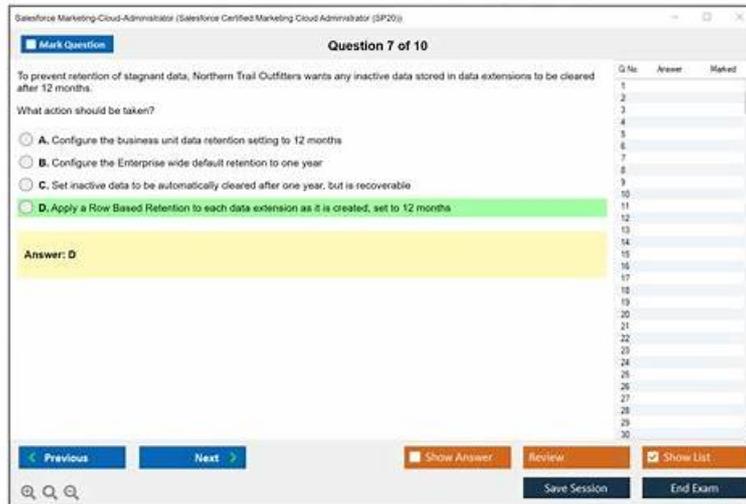


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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q85-Q90):

NEW QUESTION # 85

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. Link Wrapping
- B. Web Analytics Connector
- **C. Cloud Pages URL AMP script function**

Answer: C

Explanation:

Explanation

To pass the email address of a subscriber to a landing page through a URL parameter from a promotional email securely, the admin should use the CloudPagesURL AMPscript function. This function encrypts the email address and other parameters and generates a unique URL for each subscriber. The landing page can then use the RequestParameter AMPscript function to decrypt the email address and other parameters

NEW QUESTION # 86

A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular end. The admin of Marketing Cloud Connect is functioning properly.

What should the admin confirm about the data extension?

- A. The wind relationship links Subscriber Key to Subscribers on Email Address
- B. The triggered Send Data Extension data extension template was used.
- C. The data extension is located in the Synchronized Data Extensions folder.
- **D. The data extension is located in the Salesforce Data Extensions folder.**

Answer: D

Explanation:

For Individual Email Results to be pushed back into Sales Cloud correctly, it's critical that the data extension used is specifically a Salesforce Data Extension. This type of data extension is designed to integrate with Salesforce CRM, allowing for the seamless flow of data back into Sales Cloud, such as Individual Email Results. This ensures that email interaction data recorded in Marketing Cloud is accurately reflected in Sales Cloud for comprehensive tracking and reporting.

Reference: Salesforce Help - Marketing Cloud Connect

NEW QUESTION # 87

A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement.

What consideration should be given to the preference profile centers for this integration?

- A. Profile/Preference centers are automatically created for each business unit connected through Multi-org
- B. Branding for each business units' profile centers will be inherited from the default business unit setup.
- C. Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.
- **D. Multi org does not support the standard profile preference center for the business units.**

Answer: D

Explanation:

When enabling Multi-Org in Marketing Cloud Connect, it's important to consider:

The Multi-Org configuration does not support using a standard profile and preference center across connected business units. Each business unit operates independently.

Admins must consider alternative strategies for managing subscriber preferences across multiple Salesforce orgs linked to different business units in Marketing Cloud.

Reference: Salesforce Marketing Cloud Connect Setup Guide

NEW QUESTION # 88

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account?

Choose 2 answers

- A. Contact data in non-sendable data extensions
- B. Contact data in sendable data extensions
- C. Contact-specific data at the job level
- D. General tracking data at the job level

Answer: A,D

Explanation:

Following a Contact Delete request, certain data types remain within the account:

B). Contact data in non-sendable data extensions: This data does not directly link to an individual's subscriber key or contact ID, allowing it to persist in the system for reporting and analytical purposes without targeting specific individuals.

C). General tracking data at the job level: This includes aggregated data on email opens, clicks, and other engagement metrics collected at the campaign level, not tied to individual contact identities, thus remaining in the system post-deletion.

Reference: Salesforce Help - Contact Deletion

NEW QUESTION # 89

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM. However, they only want to sync records they would be able to send to reducing the amount of data being brought over.

Which two filtering options could be used when configuring the Contact synced object?

Choose 2 answers

- A. Select all records which have opened an email in the past six months
- B. Select all records where HasOptedOutofEmail is FALSE
- C. Select all records with an email address
- D. Select all records which are active in All Subscribers

Answer: C,D

NEW QUESTION # 90

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