

Top Marketing-Cloud-Administrator Exam Dumps | New Marketing-Cloud-Administrator Exam Question



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Preparing for the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) certification exam can be time-consuming and expensive. That's why we guarantee that our customers will pass the prepare for your Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) exam on the first attempt by using our product. By providing this guarantee, we save our customers both time and money, making our Marketing-Cloud-Administrator Practice material a wise investment in their career development.

The Salesforce Marketing-Cloud-Administrator Exam consists of 60 multiple choice and multiple select questions, and candidates have 90 minutes to complete it. Marketing-Cloud-Administrator exam is administered by the Salesforce certification program, and candidates must register and pay a fee to take the exam. Marketing-Cloud-Administrator exam is intended for individuals who have experience working with the Salesforce Marketing Cloud platform and are seeking to demonstrate their proficiency and expertise in the area of marketing automation.

Obtaining the Salesforce Marketing Cloud Administrator certification is an excellent career move for professionals who want to demonstrate their expertise in managing and administering the Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Administrator Exam certification is recognized globally and is highly valued by employers in the marketing industry. Salesforce Certified Marketing Cloud Administrator Exam certification demonstrates that the individual has the skills and knowledge needed to manage the Salesforce Marketing Cloud effectively, which can lead to increased career opportunities and higher earning potential.

How can you begin study for the Marketing Cloud Administrator Certification Exam

Best guide For Marketing Cloud Administrator Certification Exam

Quick preparation guide if you don't have time to read complete the page

The Salesforce Certified Sales Cloud Administrator program is designed for administrators who can configure Marketing Cloud products using industry best practices and products. Applicants are generally familiar with the data structure in subscriber data management and can go through a thorough configuration. Marketing Cloud certified administrators can correctly resolve user account settings and user requests.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q27-Q32):

NEW QUESTION # 27

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

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

Answer: B

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 # 28

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses. Where could the details be found?

- A. Query the Send Log
- **B. Query the Bounce Data View**
- C. Run a Bounce Email Report
- D. Run an Account Send Summary Report

Answer: B

Explanation:

To create a suppression list for hard-bounced email addresses, the most direct approach is to query the Bounce Data View in SQL. This Data View contains all bounce-related information, allowing admins to specifically filter for hard bounces by the bounce category. Using a query activity, the admin can extract all hard bounce records and create a dynamic or static suppression list based on these results. This method is efficient and ensures that only relevant data is included in the suppression list.

NEW QUESTION # 29

Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible. Which Marketing Cloud product should NTO purchase as a solution?

- A. Content Syndication
- **B. Distributed Sending**
- C. Analytics Builder
- D. Email Ratchments

Answer: B

Explanation:

For Northern Trail Outfitters (NTO) to send monthly statements to franchisees under a policy that requires the content not to be publicly accessible, the appropriate solution is Distributed Sending. This product allows corporate to control and manage email content centrally while enabling local franchises to send these emails directly to their respective recipients. This ensures that statements remain private and are only accessible to the intended recipients.

Reference: Salesforce Help - Distributed Sending

NEW QUESTION # 30

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing cloud to execute a send.

Which feature would the admin use to meet this requirement?

- A. List Sending
- B. Field Level Encryption.
- C. Tokenized Sending
- D. Distributed Marketing Sends.

Answer: C

Explanation:

Explanation

To avoid storing sensitive data in the cloud, the admin should use Tokenized Sending. This feature allows Marketing Cloud to send emails without storing sensitive data such as credit card numbers or social security numbers. Instead, Marketing Cloud uses tokens that are replaced with actual data at send time by an external system.

NEW QUESTION # 31

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

Answer: B,D

NEW QUESTION # 32

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