

Salesforce Marketing-Cloud-Administrator Exam Dumps - Secret Hacks To Crack Marketing-Cloud-Administrator Exam



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Earning the Salesforce Certified Marketing Cloud Administrator certification can provide numerous benefits for professionals, including increased job opportunities, higher salaries, and enhanced credibility in the industry. It can also help individuals improve their marketing skills and stay up-to-date with the latest trends and technologies in the field.

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Salesforce Marketing-Cloud-Administrator Certification Exam is ideal for professionals who have experience working with the Salesforce Marketing Cloud platform and are looking to enhance their skills or advance their careers. Salesforce Certified Marketing Cloud Administrator Exam certification demonstrates to employers that the individual has a deep understanding of marketing automation best practices and can effectively leverage the Salesforce Marketing Cloud platform to drive business growth and revenue.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q88-Q93):

NEW QUESTION # 88

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store. What should NTO do to create this audience?

- **A. SQL Queries**
- B. Data Filters
- C. Journey
- D. Measures

Answer: A

Explanation:

Explanation

To create an audience based on complex criteria such as engagement and location, NTO should use SQL Queries⁵. SQL Queries allow NTO to write custom queries that can join data from different data extensions and filter based on various conditions⁵.

Measures are used to define engagement metrics such as opens and clicks, but they cannot be used to filter by location or combine with other criteria⁵. Data Filters are used to filter data based on simple criteria such as attributes or measures, but they cannot be used to join data from different sources or filter by location⁵. Journey is used to create personalized customer journeys based on triggers and activities, but it is not a tool for creating audiences⁵.

NEW QUESTION # 89

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- A. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- **B. File Drop Automation: Import File Activity > SQL Query Activity1 > SQL Query Activity 2**
- C. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Answer: B

Explanation:

For handling a daily file drop that requires immediate processing:

File Drop Automation: Use File Drop Automation triggered by the presence of a new file on the SFTP. This automatically starts the import and subsequent data handling processes.

Workflow Details: Start with an Import File Activity to load data into the staging data extension, followed by SQL Query Activity 1 to segment the data into one target data extension and SQL Query Activity 2 for the other.

Reference: Salesforce Marketing Cloud Automation Studio

NEW QUESTION # 90

NTO wants to copy journeys across business units.

What could be used to replicate journey structure so it can be easily recreated in another account?

- A. Deployment Manager
- B. Journey Extracts
- **C. Journey Templates**
- D. Copy activities

Answer: C

Explanation:

Explanation

To copy journeys across business units, NTO should use Journey Templates¹. Journey Templates are reusable journey structures that can be created and shared across business units. NTO can use Journey Templates to replicate journey structure so it can be easily recreated in another account. The other options are incorrect because:

* Deployment Manager. This is a tool that allows NTO to deploy assets and configurations across business units or accounts.

However, this tool does not support journeys as an asset type, so it cannot be used to copy journeys across business units².

* Journey Extracts. This is a feature that allows NTO to export journey data and metrics for reporting and analysis purposes.

However, this feature does not allow NTO to copy or import journeys across business units; it only provides a snapshot of journey performance³.

* Copy activities. This is an option that allows NTO to copy individual activities within a journey and paste them in the same or another journey. However, this option does not allow NTO to copy the entire journey structure across business units; it only copies

one activity at a time.

NEW QUESTION # 91

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- **A. Email Form Content Block**
- B. Reference Content Block
- C. Cloud Page forms Content Block
- D. Dynamic Content Block

Answer: A

Explanation:

To solicit website feedback directly within an email without navigating away from the email, the feature to use is B. Email Form Content Block. This block allows subscribers to submit feedback directly within the email, enhancing user experience and increasing the likelihood of feedback submission since the subscriber does not need to leave their email environment.

NEW QUESTION # 92

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters. How could the Marketing Cloud admin address this issue?

- A. Ask employees to use personal email addresses instead of corporate email addresses
- B. Ensure employees have opted in to the test email list or data extension
- C. Import employee email addresses into All Subscribers with an "Active" status
- **D. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter**

Answer: D

Explanation:

Explanation

To address the issue of employees not receiving emails because the messages are being blocked by spam filters, the Marketing Cloud admin should provide the IT team a list of relevant IP addresses to whitelist in their spam filter. Whitelisting is a process that allows NTO to specify which IP addresses are trusted and can bypass the spam filter. By providing the IT team a list of relevant IP addresses, such as the ones used by Marketing Cloud to send emails, the admin can ensure that the emails from NTO will not be blocked or marked as spam by the employees' email servers. The other options are incorrect because:

Import employee email addresses into All Subscribers with an "Active" status. This option will not address the issue, as it only affects the subscription status of the employees in Marketing Cloud, not in their email servers. Importing employee email addresses into All Subscribers with an "Active" status means that NTO can send emails to those employees from Marketing Cloud, but it does not guarantee that the emails will be delivered or received by the employees' email servers.

Ensure employees have opted in to the test email list or data extension. This option will not address the issue, as it only affects the consent of the employees to receive emails from NTO, not their email servers. Ensuring employees have opted in to the test email list or data extension means that NTO has permission to send emails to those employees, but it does not guarantee that the emails will be delivered or received by the employees' email servers.

Ask employees to use personal email addresses instead of corporate email addresses. This option will not address the issue, as it only shifts the problem from one email server to another, not solving it.

Asking employees to use personal email addresses instead of corporate email addresses means that NTO will send emails to different email servers, but it does not guarantee that those email servers will not block or mark the emails as spam.

NEW QUESTION # 93

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