

Salesforce Certified Marketing Cloud Administrator Exam Exam Training Guide Improve Your Efficiency - TorrentExam



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Salesforce Marketing-Cloud-Administrator Exam is an excellent certification for professionals who want to demonstrate their expertise in managing and optimizing the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Administrator Exam certification demonstrates the candidate's knowledge and skills in various areas of Marketing Cloud administration, including data management, email marketing, mobile messaging, social media marketing, and advertising campaigns. Salesforce Certified Marketing Cloud Administrator Exam certification is valid for three years and requires candidates to pass the exam again to renew it.

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Salesforce Marketing-Cloud-Administrator Certification Exam is a valuable credential for individuals working in the field of marketing automation. Salesforce Certified Marketing Cloud Administrator Exam certification validates the candidate's knowledge and expertise in managing and implementing marketing campaigns using the Salesforce Marketing Cloud platform. With the demand for marketing automation solutions on the rise, earning this certification can enhance the candidate's career prospects and provide access to a community of certified professionals.

To become a Salesforce Certified Marketing Cloud Administrator, candidates must have a solid understanding of the various tools and features available in the Marketing Cloud platform. They should be familiar with the capabilities of the platform for managing customer data, creating and managing email campaigns, designing landing pages, and tracking campaign performance. Candidates should also be well-versed in best practices for email marketing, mobile marketing, and social media advertising.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q24-Q29):

NEW QUESTION # 24

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

Answer: A,C

NEW QUESTION # 25

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet.

Individuals should only be allowed to enter once, and the winner will be selected randomly.

All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution?

Choose 2 answers

- A. Send Email Activity with a link to a subscription center.
- B. Microsite with Smart Capture to store entrants on a data extension.
- C. Microsite with Web Collect to store entrants on a data extension.
- D. Data Extension with double opt-in status defined.

Answer: B,D

Explanation:

For the restaurant supply company's need to update their trade show contact collection method:

* B. Microsite with Smart Capture to store entrants on a data extension: Smart Capture forms on a microsite provide a direct, digital method to collect entries efficiently and store them directly into a data extension.

* D. Data Extension with double opt-in status defined: This setup helps manage consent and ensures compliance with email marketing regulations, as it allows entrants to confirm their subscription to the newsletter through a follow-up email.

These components provide an updated and efficient method for capturing and managing trade show contacts, while also ensuring compliance with marketing regulations.

NEW QUESTION # 26

Northern Trail Outfitters (NTO) is building a Journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.

Which activity would allow them to build the journey with the fewest activities possible?

- A. Einstein STO
- B. Wait Until Date
- C. Engagement Split
- D. Join

Answer: D

NEW QUESTION # 27

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud.

Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the

data?

Choose 2 answers

- A. Boolean
- B. Number
- C. Text
- D. Decimal

Answer: A,B

Explanation:

When creating a data extension for subscriber data from a data warehouse, fields that typically require minimal consideration for size or scalability include:

Number: Fields designated as 'Number' generally consume less storage space and are straightforward in terms of scalability and processing within data extensions.

Boolean: Boolean fields, representing simple true/false values, are highly efficient in terms of storage and processing, making them less of a concern in terms of scalability.

Reference: Salesforce Marketing Cloud Data Extension Best Practices

NEW QUESTION # 28

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

Answer: A

NEW QUESTION # 29

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