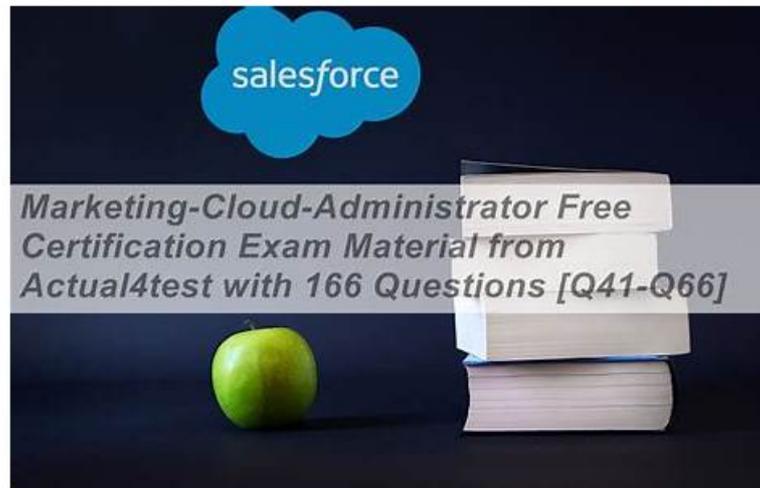


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Salesforce Marketing Cloud Administrator certification exam is a valuable credential for professionals who want to demonstrate their expertise in managing and optimizing Salesforce Marketing Cloud. It can help them enhance their career prospects, increase their earning potential, and contribute to the success of their organizations' marketing initiatives.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q105-Q110):

NEW QUESTION # 105

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- **A. Marketing Cloud Regional or Local Administrator**
- B. Marketing Cloud Administrator
- **C. Marketing Cloud Email Marketing Manager**
- D. Marketing Cloud Channel Manager

Answer: A,C

Explanation:

Explanation

Marketing Cloud Email Marketing Manager and Marketing Cloud Regional or Local Administrator are two roles, custom or standard, that could be assigned to this user to meet the requirement. Marketing Cloud Email Marketing Manager is a standard role that grants access to Email Studio and its features, such as creating and sending emails, managing subscribers, and tracking email performance. Marketing Cloud Regional or Local Administrator is a custom role that grants access to all business units within a specific region or location, such as North America

NEW QUESTION # 106

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- * Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
- * Contact records will be augmented by relational data tables via Contact Builder.
- * The customer data file will contain 5M records with 40+ attributes.
- * One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- * A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- A. Data extensions can store HTML code as an attribute.
- **B. Data extensions are necessary for Contact Builder**
- C. Data extensions support Customer ID to be used as Subscriber Key.
- D. Data extensions allow for add/update Import activity.

Answer: B

Explanation:

Explanation

Data extensions are necessary for Contact Builder is the statement that differentiates the use of data extensions over lists. Data extensions are tables that store subscriber data and can be linked to other data extensions or data sources via Contact Builder. Contact Builder is a tool that allows marketers to create a unified view of their contacts and manage their relationships with other data entities. Lists are collections of subscribers that cannot be linked to other data sources via Contact Builder.

NEW QUESTION # 107

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

- A. MobileConnect
- **B. Journey Builder**
- C. Contact Builder
- **D. MobilePush**

Answer: B,D

NEW QUESTION # 108

A user asks a Marketing Cloud admin to update and increase their session timeout setting. Which three considerations should the admin review before making this update?

Choose 3 answers

- **A. Change impacts all users**
- **B. Security risk of unauthorized users for longer timeout settings**
- **C. Best practice suggests a 20-minute timeout setting**
- D. Typical length of time users spend in Marketing Cloud
- E. Frustration of users upon timeouts

Answer: A,B,C

NEW QUESTION # 109

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. Marketing Cloud Administrator**
- **C. 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 # 110

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