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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q146-Q151):

NEW QUESTION # 146

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Unique Contact Identifier
- B. Primary key

- C. Subscriber ID
- D. Unique Contact email address

Answer: A

Explanation:

In Salesforce Marketing Cloud, linking new data extensions in Data Designer to existing contact records requires using a "Unique Contact Identifier." This identifier ensures that each record in the data extension can be uniquely associated with a corresponding record in the contact database, thereby enabling accurate targeting, segmentation, and personalization. It is vital that this identifier is consistently used across data extensions to maintain data integrity and proper linkages.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 147

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers.

They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- B. IP ramp -up is important to establish a positive sender reputation.
- C. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- D. IP ramp -up can be bypassed, given their historical lack of deliverability issues.

Answer: A,B

Explanation:

For a large retail company migrating to Marketing Cloud, proper IP warming is critical:

* A. IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers: It's essential to gradually increase the volume of emails sent from a new IP address to build a positive reputation with Internet Service Providers (ISPs).

* D. IP ramp-up is important to establish a positive sender reputation: Establishing a positive sender reputation with ISPs during the IP warming process helps ensure high deliverability and avoids being flagged as spam.

These responses highlight the necessity and methodology of IP warming when transitioning to a new email platform to maintain deliverability standards.

NEW QUESTION # 148

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

* Emails will be built using a custom dynamic template for these messages.

* Links will vary over time and across campaigns.

* Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.

* Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

- A. HTML
- B. SSJS
- C. SQL
- D. AMPscript

Answer: D

Explanation:

For the customer's requirement of retargeting subscribers based on click activity with dynamic content adjustment based on regional market, the necessary skill set is AMPscript. AMPscript will allow the team to dynamically populate email content based on data attributes such as regional market from the master subscriber data extension, and it can also handle complex decisioning based on subscriber interactions within the email (like clicks on links).

Reference: Salesforce Help - AMPscript

NEW QUESTION # 149

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the implementation Consultant recommend?

Choose 2 answers.

- A. Create list attributes to store student data from the Sales Cloud.
- **B. Use Synchronized Data Sources to data from the Sales Cloud.**
- C. Create an Import Activity to import alumni data into Salesforce Report.
- **D. Use Data Designer to link student and alumni data to the contact record.**

Answer: B,D

Explanation:

Explanation

The correct answer is A and D because Data Designer can be used to link data from different sources to the contact record, and Synchronized Data Sources can be used to bring data from Sales Cloud into Marketing Cloud. B is incorrect because Import Activity cannot import data from a Salesforce Report. C is incorrect because list attributes are not related to Sales Cloud data.

NEW QUESTION # 150

Northern Trail Outfitters has the Discover Reporting Tool.

Which two report types could help them drive mobile adoption strategy?

Choose 2 answers

- **A. Email Performance by Device**
- B. Deliverability Complaint Rate
- **C. Email Sending Performance Report**
- D. Time Between Send and Engagement

Answer: A,C

NEW QUESTION # 151

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