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

NEW QUESTION # 27

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.

What should the admin confirm to resolve the issue?

- A. The Data extension is marked as Sendable and Testable
- B. The data extension contains a Salesforce ID
- C. The data extension is marked as Sendable
- D. The data extension is linked using the Contact Key

Answer: C

NEW QUESTION # 28

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilized to make this happen?

- A. Send Logging
- B. Publication Lists
- C. Profile Center
- D. Subscriber Keys

Answer: B

Explanation:

Explanation

Publication lists are the feature that should be utilized to make this happen. Publication lists are used to manage subscribers' preferences for different types of communications, such as newsletters, promotions, or alerts. The built-in subscription center allows subscribers to opt-in or opt-out of publication lists, as well as the master list

NEW QUESTION # 29

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should the customer use to create an audience for this campaign?

Choose 3 answers

- A. Ages in Household
- B. Conversion Rate
- C. Proximity to Store
- D. Lifetime Purchase Value
- E. Last Purchase Date

Answer: B,D,E

Explanation:

To effectively target high-value outdoor sports customers likely to respond to a deep product discount:

- * Lifetime Purchase Value: Identify customers who have demonstrated significant financial commitment to the brand over time.
- * Conversion Rate: Focus on customers with a higher likelihood of responding based on past conversion metrics.
- * Last Purchase Date: Include customers who have made recent purchases, indicating active engagement and potential interest in new offers.

NEW QUESTION # 30

A Consultant has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed. Which import type should be used?

- A. Add/Update
- B. Add Only
- C. Update Only
- **D. Overwrite**

Answer: D

Explanation:

Given that the customer's product catalog changes daily with products being added and removed, the import type that should be used is A. Overwrite. This import type will replace the existing data in the data extension with the new data from the CSV file each morning, ensuring that the data extension always reflects the most current product catalog without any outdated entries.

Reference: Salesforce Help - Import Types

NEW QUESTION # 31

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. Data Extension with double opt-in status defined.**
- C. Microsite with Web Collect to store entrants on a data extension.
- **D. Microsite with Smart Capture to store entrants on a data extension.**

Answer: B,D

Explanation:

Explanation

Microsite with Smart Capture to store entrants on a data extension is the correct component for capturing the contact information of the booth visitors. Smart Capture allows creating a form that can validate the entries and prevent duplicates. Data Extension with double opt-in status defined is the correct component for storing the entrants and their opt-in status. Double opt-in is a best practice for email marketing and ensures that the entrants have given their consent to receive the monthly newsletter.

NEW QUESTION # 32

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