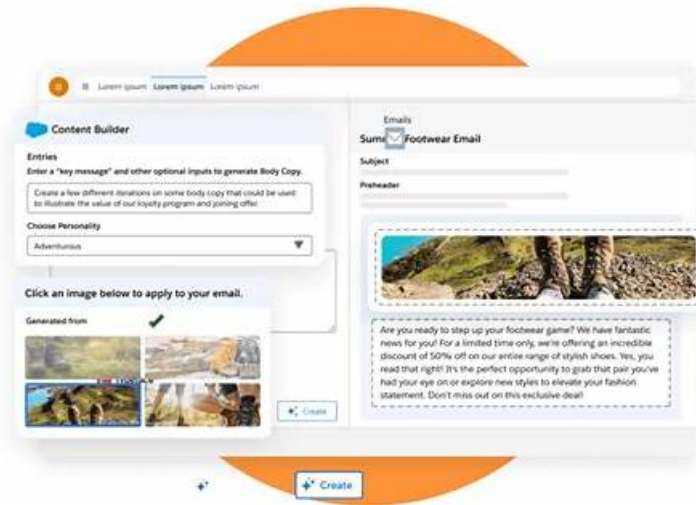


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The Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) is one of the popular exams of Salesforce Marketing-Cloud-Administrator. It is designed for Salesforce aspirants who want to earn the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) certification and validate their skills. The Marketing-Cloud-Administrator test is not an easy exam to crack. It requires dedication and a lot of hard work. You need to prepare well to clear the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) test on the first attempt. One of the best ways to prepare successfully for the Marketing-Cloud-Administrator examination in a short time is using real Marketing-Cloud-Administrator Exam Dumps.

Salesforce Marketing-Cloud-Administrator Exam is a certification exam that tests a candidate's knowledge and skills in using Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Administrator Exam certification is highly valued by employers and is recognized worldwide. It is an essential asset for marketing professionals looking to advance their careers or for those seeking new job opportunities in the marketing industry.

How can you begin study for the Marketing Cloud Administrator Certification Exam

Best guide For Marketing Cloud Administrator Certification Exam

Quick preparation guide if you don't have time to read complete the page

The Salesforce Certified Sales Cloud Administrator program is designed for administrators who can configure Marketing Cloud products using industry best practices and products. Applicants are generally familiar with the data structure in subscriber data management and can go through a thorough configuration. Marketing Cloud certified administrators can correctly resolve user account settings and user requests.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q80-Q85):

NEW QUESTION # 80

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

Answer: A,D

NEW QUESTION # 81

Analyst of The Northern Trail Outfitters(NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

* Number of Sends

* Delivery Rate

* Overall Bounce Rate

* Block Bounce Rate

*Open Rate

* Click Rate

* Complaint Rate

* Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A. Email Send Report
- B. Account Send Summary Report
- C. Email Performance Over Time Report
- D. Campaign Email Tracking Report

Answer: A

Explanation:

For NTO's requirement to pull detailed email metrics for each campaign across different Business Units, the appropriate report to use is the Email Send Report. This report provides comprehensive details on metrics such as number of sends, delivery rate, various bounce rates, open rate, click rate, complaint rate, and unsubscribe rate for individual email sends, which aligns well with the specified reporting needs for the quarterly meeting.

Reference: Salesforce Help - Email Send Report

NEW QUESTION # 82

A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounced status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- A. Status remains as Bounced the bounce count is unchanged
- B. Status is changed to Held for 72 hours and the bounce count is set to Zero
- C. Status is changed to Active and the bounce count is unchanged
- D. Status is changed to Active and the bounce count is set to Zero

Answer: D

Explanation:

Explanation

When a subscriber clicks a link in an email, their status is changed from Bounced to Active, and their bounce count is reset to zero. This indicates that the subscriber's email address is valid and reachable

NEW QUESTION # 83

A Marketing Cloud admin has configured a Tracking Extract which includes all subscriber attributes for their global regions. However, the admin notices accented characters in the customers' names appear jumbled in the extracted file.

Which two settings could solve this issue?

Choose 2 answers

- A. Change Format to xml
- B. Change Column Delimiter to
- C. Select Unicode Output
- D. Change Character Encoding to UTF-8

Answer: C,D

NEW QUESTION # 84

A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email #1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date. Email #3 will be sent on the member's renewal date. A master audience is updated in real time via the API. Which steps should be included in the customer's automation?

- A. Import File Activity > three Send Activities to the master data extension.
- B. Three Filter Activities > three Send Activities to the filtered audiences.
- C. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- D. Three Send Activities to the master data extension.

Answer: B

Explanation:

Explanation

Three Filter Activities and three Send Activities to the filtered audiences are the steps that should be included in the customer's automation. Filter Activities are used to segment a data extension based on specific criteria, such as the member's renewal date. Send Activities are used to send an email to a data extension or a filtered audience.

NEW QUESTION # 85

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