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Salesforce Marketing-Cloud-Administrator Certification is highly valued by employers and is a testament to your expertise in Marketing Cloud administration. It can help you stand out in a crowded job market and increase your chances of landing your dream job. Salesforce Certified Marketing Cloud Administrator Exam certification can also help you advance in your current position and take on more challenging roles in the future.

To prepare for the Salesforce Marketing-Cloud-Administrator certification exam, candidates can take advantage of various resources such as Salesforce Trailhead, online courses, study guides, and practice exams. It is recommended that candidates have a good understanding of the Marketing Cloud platform and its various features and functionalities before taking the exam. Once certified, individuals can showcase their skills and expertise to potential employers and clients, which can lead to better job opportunities and higher salary packages.

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## Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q116-Q121):

### NEW QUESTION # 116

Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible. Which Marketing Cloud product should NTO purchase as a solution?

- A. Content Syndication
- B. Analytics Builder
- **C. Email Attachments**
- D. Distributed Sending

**Answer: C**

Explanation:

Explanation

Email attachments is the Marketing Cloud product that NTO should purchase as a solution. Email attachments allows you to attach files such as PDFs or CSVs to your email messages. The files are stored securely in Marketing Cloud and are not publicly accessible. Distributed sending is not a suitable solution because it allows franchisees to send their own emails using NTO's content, not receive emails from NTO. Content syndication and Analytics Builder are not relevant for this scenario.

#### **NEW QUESTION # 117**

A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular send. The admin of Marketing Cloud Connect is functioning properly.

What should the admin confirm about the data extension?

- A. The send relationship links Subscriber Key to Subscribers on Email Address
- **B. The data extension is located in the Salesforce Data Extensions folder.**
- C. The data extension is located in the Synchronized Data Extensions folder.
- D. The triggered Send Data Extension data extension template was used.

**Answer: B**

Explanation:

Explanation

To ensure Individual Email Results are pushed back into Sales Cloud for a particular send, the admin should confirm that the data extension is located in the Salesforce Data Extensions folder. The Salesforce Data Extensions folder is a special folder that contains data extensions that are integrated with Salesforce CRM via Marketing Cloud Connect. Only data extensions in this folder can be used for sending emails with Individual Email Results tracking enabled. The other options are incorrect because:

\* The send relationship links Subscriber Key to Subscribers on Email Address. This is a setting that defines how subscribers are identified and matched between a sendable data extension and All Subscribers. However, this setting does not affect whether Individual Email Results are pushed back into Sales Cloud; it only affects how email addresses and subscription statuses are updated in Marketing Cloud.

\* The data extension is located in the Synchronized Data Extensions folder. The Synchronized Data Extensions folder is a special folder that contains data extensions that are synchronized from Salesforce CRM via Marketing Cloud Connect. However, these data extensions cannot be used for sending emails directly; they can only be used as sources for filtered or query-based data extensions.

\* The triggered Send Data Extension data extension template was used. This is a predefined data extension template that contains a set of standard fields for logging triggered send data. However, this template does not affect whether Individual Email Results are pushed back into Sales Cloud; it only

\* affects what information is stored in Marketing Cloud.

#### **NEW QUESTION # 118**

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

**Answer: C,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.

Reference: Salesforce Help - Smart Capture Forms

### NEW QUESTION # 119

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- A. Configure the Enterprise wide default retention to one year
- B. Set inactive data to be automatically cleared after one year, but is recoverable
- C. Configure the business unit data retention setting to 12 months
- **D. Apply a Row Based Retention to each data extension as it is created, set to 12 months**

**Answer: D**

### NEW QUESTION # 120

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory How should this setup be achieved?

- A. All child business units should have an individual SFTP user
- **B. Copy the parent SFTP user into each child business unit**
- C. Each business unit should have multiple SFTP users
- D. Child business unit SFTP user should be created

**Answer: B**

Explanation:

To configure multiple business units in Marketing Cloud to use the same SFTP directory, the most efficient method is to copy the parent SFTP user credentials into each child business unit. This approach ensures all business units access the same SFTP directory for file transfers, maintaining consistency and simplifying management of file access across the business units. This setup avoids the complexity and maintenance of separate SFTP users for each business unit, streamlining operations.

### NEW QUESTION # 121

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