

# Perfect Mock Marketing-Cloud-Administrator Exam Covers the Entire Syllabus of Marketing-Cloud-Administrator



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The Salesforce Certified Marketing Cloud Administrator Exam certification program is ideal for marketing professionals, digital marketers, email marketing managers, and CRM administrators who want to enhance their skills in managing the Salesforce Marketing Cloud platform. By earning the certification, candidates can demonstrate their proficiency in using the Marketing Cloud platform to drive engagement, increase customer loyalty, and improve business outcomes.

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Salesforce Marketing-Cloud-Administrator Certification is a well-respected certification in the world of digital marketing. It validates the knowledge and skills of an individual in implementing and managing Marketing Cloud solutions. The Salesforce Certified Marketing Cloud Administrator certification is designed for individuals who have experience with Marketing Cloud and are responsible for managing and administering it.

## Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q165-Q170):

### NEW QUESTION # 165

Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data.

One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system. Which feature would allow compliance with this requirement?

- A. IP Allowlist
- B. Identity Verification
- **C. Export Email Allowlist**
- D. Audit Trail

**Answer: C**

Explanation:

Explanation

The Export Email Allowlist feature allows the admin to specify a list of email addresses that are authorized to receive data exports from Marketing Cloud. This feature can help protect against misuse of customer data by preventing unauthorized users from exporting data without approval. The other features do not directly address the requirement of restricting data exports.

#### **NEW QUESTION # 166**

An email marketing manager is planning to send a promotional email to one million subscribers. Which data structure should be used?

- A. List
- B. Group
- C. Publication List
- **D. Data Extension**

**Answer: D**

Explanation:

For sending a promotional email to one million subscribers, a Data Extension is the most suitable data structure. Data Extensions offer robust data management capabilities, scalability, and flexibility for handling large volumes of data and complex segmentation, which is essential when dealing with a large audience size like one million subscribers. This setup allows for more detailed targeting and personalization strategies.

#### **NEW QUESTION # 167**

While setting up Marketing Cloud Connect, a Marketing Cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:

- Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud user. Contact your system administrator. The admin notices the Marketing Cloud for AppExchange Admin option is selected when looking at the user settings. What action should correct the issue?

- A. Apply the Marketing Cloud for AppExchange User option as well
- **B. Apply the appropriate user mappings in the CRM configuration**
- C. Reset all passwords to force new tokens
- D. Apply the administrator and Marketing Cloud Administrator permission sets to user

**Answer: B**

Explanation:

To resolve the issue of "Insufficient User Permissions" while setting up Marketing Cloud Connect, the action that should correct this issue is to apply the appropriate user mappings in the CRM configuration. This involves ensuring that the Salesforce user is correctly linked with the Marketing Cloud user credentials and roles. The error indicates a mismatch or an incomplete configuration in linking Salesforce and Marketing Cloud users, which user mappings can correctly align.

#### **NEW QUESTION # 168**

NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.

Which three values could be used as personalization strings in query string parameters?

Choose 3 answers

- A. Product Code
- B. Subscriber ID
- C. Name
- D. Application ID
- E. Email Address

**Answer: A,B,D**

Explanation:

For NTO to format links for Google Analytics 360 without including PII, they should use non-personally identifiable information in the query string parameters. Suitable options include:

- A). Product Code: Identifies a product without revealing customer identity.
- B). Application ID: An internal reference that does not disclose personal details.
- C). Subscriber ID: A unique identifier for a subscriber that is not directly tied to personal details like an email or name.

Reference: Salesforce Help - Personalization Strings and PII

### NEW QUESTION # 169

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

**Answer: C**

Explanation:

Explanation

Apply a Row Based Retention to each data extension as it is created, set to 12 months is the action that should be taken. Row Based Retention is a setting that allows marketers to specify how long records in a data extension should be retained based on their creation or modification date. By applying a Row Based Retention of 12 months to each data extension, any inactive data that is older than 12 months will be automatically deleted from the data extension

### NEW QUESTION # 170

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