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The Salesforce modern job market is becoming more and more competitive and challenging and if you are not ready for it then you cannot pursue a rewarding career. Take a smart move right now and enroll in the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) certification exam and strive hard to pass the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) certification exam.

Salesforce Marketing-Cloud-Administrator Certification Exam is a valuable certification for individuals who want to demonstrate their knowledge and skills in Marketing Cloud. It is a challenging exam that requires a lot of preparation, but passing it can be a great career booster for individuals who want to work in the field of digital marketing. Taking a training course is one of the best ways to prepare for the exam, and Salesforce offers a range of courses that can help individuals prepare for the exam.

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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GuideTorrent's Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) exam questions contain Salesforce Marketing-Cloud-Administrator real questions and answers that have been compiled and verified by Salesforce specialists in the field. This demonstrates that the real questions and answers in the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) material are legitimate for the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator) practice exam. The Salesforce Marketing-Cloud-Administrator practice questions are intended to help you easily and confidently clear the Salesforce Certified Marketing Cloud Administrator Exam (Marketing-Cloud-Administrator).

To prepare for the Marketing-Cloud-Administrator certification exam, candidates can take the official Salesforce training courses or study the documentation and resources available on the Salesforce website. Candidates can also join online communities and forums to connect with other professionals who have already passed the exam and gain insights on their experience and tips on how to prepare for the exam. Passing the Marketing-Cloud-Administrator Certification Exam demonstrates that the candidate has a deep understanding of the Salesforce Marketing Cloud platform and can effectively manage and administer marketing campaigns across various channels.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q106-Q111):

NEW QUESTION # 106

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A file drop automation to send emails to customers who have made a purchase.
- B. A user -initiated message to send an email to customers who made a purchase daily.
- **C. A triggered message to send an email as soon as a customer completes a purchase.**
- D. A scheduled automation to send emails to customers who made a purchase daily.

Answer: C

Explanation:

The best solution to reduce manual workloads and improve customer experience for Northern Trail Outfitters, given the increase in customer purchases, is to implement C. A triggered message to send an email as soon as a customer completes a purchase. This approach automates the process of sending order confirmations and ensures that customers receive timely and relevant communications immediately after their purchase, enhancing their experience and reducing the workload on the team.

NEW QUESTION # 107

A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically, the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete the request?

- A. Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- **B. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.**
- C. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
- D. Automation Studio: Create a Report Activity to run every seven days.

Answer: B

Explanation:

Explanation

To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period.

NEW QUESTION # 108

Which two data structures could be configured to appear in the out-of-the-box Subscription Center? Choose 2 answers

- A. Publication Lists
- B. Data Extensions
- C. Groups
- D. Lists

Answer: A,D

NEW QUESTION # 109

Northern Trail Outfitters (NTO) has decided to use Journey Builder to launch event-driven lifecycle marketing programs. This includes personalized interactions with customers with the goal of increasing purchase frequency.

Which two pieces of information would help NTO achieve this objective?

Choose 2 answers

- A. Number of items per order.
- B. Products purchased from a competitor.
- C. Channel preference of customers.
- D. Last purchase date

Answer: C,D

Explanation:

To enhance personalized interactions and increase purchase frequency using Journey Builder:

Channel Preference: Understanding the preferred communication channels of customers allows for personalized and effective outreach, potentially increasing engagement and response rates.

Last Purchase Date: Tracking when a customer last made a purchase can help in timing communications effectively, triggering reminders or promotions at optimal times to encourage repeat purchases.

Reference: Salesforce Marketing Cloud Journey Builder Best Practices

NEW QUESTION # 110

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

Answer: B

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 # 111

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