

Marketing-Cloud-Administrator Authorized Test Dumps & Marketing-Cloud-Administrator Reliable Test Test



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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q155-Q160):

NEW QUESTION # 155

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the implementation Consultant recommend?

Choose 2 answers.

- A. Create an Import Activity to import alumni data into Salesforce Report.

- B. Use Synchronized Data Sources to data from the Sales Cloud.
- C. Create list attributes to store student data from the Sales Cloud.
- D. Use Data Designer to link student and alumni data to the contact record.

Answer: B,D

Explanation:

Recommendations for integrating diverse student data into Journey Builder:

* Data Designer: Utilize Data Designer to establish relationships between student data, alumni records, and the contact record. This tool allows the creation of a unified view that supports personalized journeys based on comprehensive student profiles.

* Synchronized Data Sources: Implement synchronized data sources to continuously import and update data from the Sales Cloud, ensuring that the data in Marketing Cloud remains current and accurate.

NEW QUESTION # 156

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Selected SFTP folder
- B. Original SFTP folder
- C. Safehouse
- D. Target Data Extension

Answer: C

Explanation:

When a File Transfer Activity is used to decrypt an encrypted file on Marketing Cloud's SFTP, the decrypted data is temporarily stored in the Safehouse. The Safehouse is a secure data storage location within Marketing Cloud used for temporary storage during file processing tasks, such as decryption, before the data is moved to its final destination, like a data extension.

NEW QUESTION # 157

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

Answer: A,B

Explanation:

For a large retail company migrating to Marketing Cloud, proper IP warming is critical:

* A. IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers: It's essential to gradually increase the volume of emails sent from a new IP address to build a positive reputation with Internet Service Providers (ISPs).

* D. IP ramp-up is important to establish a positive sender reputation: Establishing a positive sender reputation with ISPs during the IP warming process helps ensure high deliverability and avoids being flagged as spam.

These responses highlight the necessity and methodology of IP warming when transitioning to a new email platform to maintain deliverability standards.

NEW QUESTION # 158

NTO wants to copy journeys across business units.

What could be used to replicate journey structure so it can be easily recreated in another account?

- A. Journey Extracts

- B. Journey Templates
- C. Copy activities
- D. Deployment Manager

Answer: B

Explanation:

To facilitate the replication of journey structures across different business units, use:

* Journey Templates: This feature allows administrators to create templates from existing journeys, which can then be used to set up similar journeys in other business units. It provides a standardized approach to journey creation, reducing setup time and ensuring consistency in campaign execution.

* Utilization: Create a template from an existing journey within the Journey Builder, then import and customize this template in another business unit as needed.

NEW QUESTION # 159

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommended to ensure content is displayed properly within the email.

- A. A/B Test content type
- B. AMP script lookup Rows functions
- C. Dynamic Content Wizard
- D. AMP script conditional against the Gender field

Answer: C

Explanation:

For displaying content based on gender within an email:

* Dynamic Content Wizard in Email Studio: This tool allows the creation of content blocks that change based on subscriber attributes directly within the email. It is user-friendly and does not require advanced technical skills.

* Implementation: By using the Gender field in the sendable data extension, the Dynamic Content Wizard can automatically display different content such as men's or women's shoes based on the subscriber's gender, ensuring that the email content is appropriate and targeted.

NEW QUESTION # 160

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