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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q49-Q54):

NEW QUESTION # 49

A Marketing Cloud Admin has noticed a File Drop Automation has been failing on the import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer_import_. The import is configured to look for a file named customer_import_%%Year%%Month%%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds.

How should the admin fix the issue?

- A. Make sure the file is placed on the correct subfolder within the SFTP
- **B. Use %%FILENAME_FROM_TRIGGER%% in the import File Activity**
- C. Make sure the filename has a date stamp to avoid duplication
- D. Use the exact filename used for the trigger in the import File Activity

Answer: B

NEW QUESTION # 50

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Administrator
- **B. Marketing Cloud Regional or Local Administrator**
- **C. Marketing Cloud Email Marketing Manager**
- D. Marketing Cloud Channel Manager

Answer: B,C

Explanation:

Explanation

Marketing Cloud Email Marketing Manager and Marketing Cloud Regional or Local Administrator are two roles, custom or standard, that could be assigned to this user to meet the requirement. Marketing Cloud Email Marketing Manager is a standard role that grants access to Email Studio and its features, such as creating and sending emails, managing subscribers, and tracking email performance. Marketing Cloud Regional or Local Administrator is a custom role that grants access to all business units within a specific region or location, such as North America

NEW QUESTION # 51

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.

What should the admin confirm to resolve the issue?

- **A. The data extension is marked as Sendable**
- B. The Data extension is marked as Sendable and Testable
- C. The data extension contains a Salesforce ID
- D. The data extension is linked using the Contact Key

Answer: A

Explanation:

Explanation

To resolve the issue of not being able to see the audience file in the data extension when scheduling the send, the admin should confirm that the data extension is marked as Sendable. A sendable data extension is one that has an email address field and a subscriber key field that can be used for sending emails. If the data extension is not marked as sendable, it will not appear as an option when selecting an audience for an email send. The other options are incorrect because:

- * The data extension contains a Salesforce ID. This is not a requirement for sending emails from a data extension. A Salesforce ID is only needed if NTO wants to use Marketing Cloud Connect to sync data between Marketing Cloud and Salesforce CRM.
- * The Data extension is marked as Sendable and Testable. This is not a valid option for marking a data extension. A data extension can only be marked as sendable or non-sendable; there is no testable option.
- * The data extension is linked using the Contact Key. This is not a requirement for sending emails from a data extension. The Contact Key is only needed if NTO wants to use Contact Builder to link data across different sources and channels.

NEW QUESTION # 52

Northern Trail Outfitters just purchased Marketing Cloud.

Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant?

Choose 3 answers

- A. Building the data structure used to store audience information
- B. Classifying sends and defining parameters for email sends
- C. Importing data into contacts using the Data Loader
- D. Creating a SMS message and sending a mobile campaign
- E. Creating users and assigning roles which meet their job functions

Answer: A,B,E

NEW QUESTION # 53

Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com).

Which steps should be taken to implement this?

Choose 2 answers

- A. Enable IP Whitelisting
- B. Add a Domain to the Export Email Whitelist
- C. Edit the entity Verification Settings
- D. Enforce Export Email Whitelist

Answer: B,D

Explanation:

To limit the distribution of Marketing Cloud tracking data via email to only those within the ntoretail.com domain:

- * Add a Domain to the Export Email Whitelist: Configure the settings to include 'ntoretail.com' in the export email whitelist. This ensures that only email addresses from this domain can receive exported data.
- * Enforce Export Email Whitelist: Activate this setting to strictly enforce the whitelist during data exports, preventing any non-whitelisted domains from receiving tracking data.

NEW QUESTION # 54

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