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The Salesforce Marketing-Cloud-Administrator Exam covers a range of topics related to Salesforce Marketing Cloud, including email marketing, social media marketing, mobile marketing, advertising, data management, and analytics. Candidates will need to demonstrate their understanding of the key features and functionalities of Marketing Cloud, as well as their ability to use these tools to drive business growth and optimize marketing performance.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q103-Q108):

NEW QUESTION # 103

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 appropriate user mappings in the CRM configuration
- B. Reset all passwords to force new tokens
- C. Apply the Marketing Cloud for AppExchange User option as well

- D. Apply the administrator and Marketing Cloud Administrator permission sets to user

Answer: A

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 # 104

Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud.

What should the Marketing Cloud admin consider when sending from the new IP Address?

- A. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.
- B. The IP address is on reserve, is already in use, and has an email sending history.
- **C. Sending in large volumes will alert ISPs the new IP Address is now in use.**
- D. Building desirable sending history and data will be variable based on list size and engagement.

Answer: C

NEW QUESTION # 105

A Marketing Cloud admin is setting up Northern Trail Outfitter's newest business units and several users to assign to the new business units.

How would the admin assign users to the business units?

- **A. Search for the individual user, select their name and click Edit Business Units.**
- B. Re-import the users to update their assigned business units
- C. Search for the individual user, select their name, and click Manage Business Units.
- D. Give permissions to users at top-level account to assign their own business units.

Answer: A

Explanation:

To assign users to specific business units in Salesforce Marketing Cloud, an admin can manage this directly through the user configuration settings:

* Search for the individual user: Navigate to the Users section in Setup.

* Select their name and click Edit Business Units: This action allows the admin to manage the business units that the user has access to, enabling or disabling access as required for the new or existing business units.

NEW QUESTION # 106

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:

Explanation

Adding a domain to the export email whitelist and enforcing export email whitelist are the steps that should be taken to implement this. This will restrict the email addresses that can receive tracking data via email to only those that match the specified domain

NEW QUESTION # 107

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute. How would the admin ensure a notification is received when the query fails?

- A. Install the Marketing Cloud App on phone to receive Push Messages
- **B. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings**
- C. Add their Email Address in the Query Activity Notifications Field
- D. Configure the "Event Notification Service" in Setup with their Email Address

Answer: B

Explanation:

To ensure a notification is received when a scheduled query fails, the Marketing Cloud admin should add their email address in the automation settings under "Runtime Error or Skipped Run Notification Settings." This setup in the automation configuration will alert the admin via email if there is a failure in the query's execution, enabling timely identification and resolution of issues.

NEW QUESTION # 108

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