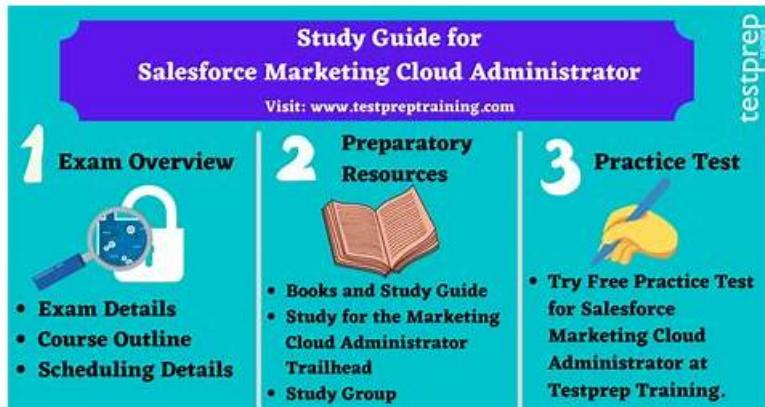


Exam Marketing-Cloud-Administrator Overview - Test Marketing-Cloud-Administrator Price



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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.

>> Exam Marketing-Cloud-Administrator Overview <<

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To become a Salesforce Certified Marketing Cloud Administrator, candidates must have a solid understanding of email marketing, marketing automation, and data management. They should also have experience working with the Salesforce Marketing Cloud platform and be familiar with its various tools and features. Marketing-Cloud-Administrator exam covers a range of topics, including email marketing best practices, data segmentation and targeting, automation workflows, reporting and analytics, and Marketing Cloud integrations with other Salesforce products. Upon passing the Marketing-Cloud-Administrator Exam, candidates will be recognized as certified professionals who are skilled in managing and optimizing the Salesforce Marketing Cloud platform.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q111-Q116):

NEW QUESTION # 111

A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email #1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date. Email #3 will be sent

on the member's renewal date. A master audience is updated in real time via the API. Which steps should be included in the customer's automation?

- A. Three Send Activities to the master data extension.
- B. Import File Activity > three Send Activities to the master data extension.
- C. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- D. Three Filter Activities > three Send Activities to the filtered audiences.

Answer: D

NEW QUESTION # 112

A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.

What should the admin do to ensure only specific Contacts are synced?

- A. Filter records on a formula field
- B. Filter existing records in All Subscribers
- C. Filter records created after a specified date
- D. Filter records on a Boolean field

Answer: D

Explanation:

To sync specific contacts from Sales Cloud to Marketing Cloud without syncing all contacts, particularly when not all contacts need email communications, the admin should use a Boolean field to filter the contacts.

This can be configured in the Contact Builder under Data Sources. A Boolean field allows for a simple true/false condition that can be set in Sales Cloud and used to control which records are synchronized based on their relevance for email communication. This method ensures that only contacts marked true (or false, depending on the setup) are brought into Marketing Cloud, efficiently managing the sync and keeping irrelevant contacts out of the system.

Reference: Salesforce Help - Synchronize Salesforce Data

NEW QUESTION # 113

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

Answer: A,C

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.

Reference: Salesforce Marketing Cloud Security Settings

NEW QUESTION # 114

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer In which two ways should the admin configure Data Designer to allow this data to be used within a journey?

Choose 2 answers

- A. Link the Customers data extension to the data model using Email Address
- B. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- C. Link the Orders data extension to the Customers data extension using a One-to-Many relationship
- D. Link the Customers data extension to the data model using Customer ID

Answer: C,D

Explanation:

To configure the data model in Marketing Cloud for effective use in Journey Builder:

* Customer ID Linkage: Connect the Customers data extension to the data model using the Customer ID.

This serves as a unique identifier to relate customer records across different data extensions.

* One-to-Many Relationship: Establish a One-to-Many relationship between the Orders data extension and the Customers data extension. This setup accurately reflects that each customer can have multiple orders but each order is linked to only one customer, facilitating targeted messaging based on order status.

NEW QUESTION # 115

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. Use Synchronized Data Sources to data from the Sales Cloud.
- B. Create an Import Activity to import alumni data into Salesforce Report.
- 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: A,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.

Reference: Salesforce Marketing Cloud Data Management

NEW QUESTION # 116

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