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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q93-Q98):

NEW QUESTION # 93

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 list attributes to store student data from the Sales Cloud.
- C. Create an Import Activity to import alumni data into Salesforce Report.
- D. Use Data Designer to link student and alumni data to the contact record.

Answer: A,D

Explanation:

Explanation

The correct answer is A and D because Data Designer can be used to link data from different sources to the contact record, and Synchronized Data Sources can be used to bring data from Sales Cloud into Marketing Cloud. B is incorrect because Import Activity cannot import data from a Salesforce Report. C is incorrect because list attributes are not related to Sales Cloud data.

NEW QUESTION # 94

Where would a Marketing Cloud admin view all verified email addresses?

- A. From Address Management
- B. Sender Profiles
- C. Reply Mail Management
- D. Identity Verification Log

Answer: A

Explanation:

To view all verified email addresses in Marketing Cloud:

Navigate to From Address Management: This section within Email Studio allows administrators to manage and view all sender addresses that have been verified and are approved for use in sending emails.

Verification and Management: This area specifically holds records of each email address that has been set up and verified, including the status of each, ensuring they are authorized to send emails from the platform.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 95

A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is performing.

Which report should be used?

- A. Impression Tracking for Triggered Sends
- B. Email Performance by Attribute
- C. Sends Account Send Summary
- D. Dynamic Content for Triggered Sends

Answer: A

Explanation:

Explanation

Impression Tracking for Triggered Sends is the report that should be used. Impression Tracking for Triggered Sends is a feature that allows marketers to track how subscribers interact with content areas within triggered emails. Impression Tracking for Triggered Sends can be enabled for any content area that uses AMPscript or dynamic content blocks. The report shows metrics such as impressions, unique impressions, clicks, and click rate for each content area

NEW QUESTION # 96

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A. Multiple FTP users must be accommodated.
- B. A new sender profile is needed for sending transactional emails.

- C. Brand-specific private domains are required for images and links.

Answer: C

NEW QUESTION # 97

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

Answer: C,D

Explanation:

To manage the operations of all North American Business Units in Marketing Cloud, including Email Studio, Mobile Connect, and Social Studio, the two roles suitable for the new hire are:

C). Marketing Cloud Regional or Local Administrator: This role provides administrative capabilities specific to regional operations, suitable for managing multiple business units within a geographic area.

D). Marketing Cloud Administrator: This standard role provides full administrative rights across the entire Marketing Cloud environment, ideal for overseeing operations across various channels and business units.

These roles ensure the new hire has the necessary permissions to effectively manage and oversee the various platforms and business units within North America.

Reference: Salesforce Help - User Roles

NEW QUESTION # 98

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