

Salesforce Marketing-Cloud-Administrator PDF Questions - Best Exam Preparation Strategy



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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q68-Q73):

NEW QUESTION # 68

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. NTO requires SSL certificate configurations for Content Builder and Portfolio images
- B. Multiple brand logos must be accommodated in an email header

- C. Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns
- D. A new sender profile needs to be leveraged for sending transactional emails

Answer: C

Explanation:

Creating separate business units for each brand is necessary when:

* Brand-specific Domains: Separate business units allow for the configuration of brand-specific private domains, which are crucial for maintaining brand identity and trust in email campaigns by customizing link and image paths.

* Use Case: If different brands under NTO need to leverage their unique domains for sending emails and hosting content, setting up distinct business units allows each brand to manage its sender profiles, content, and subscriber interactions independently.

NEW QUESTION # 69

NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.

Which three values could be used as personalization strings in query string parameters?

Choose 3 answers

- A. Email Address
- B. Application ID
- C. Product Code
- D. Name
- E. Subscriber ID

Answer: B,C,E

Explanation:

Explanation

Product code, application ID, and subscriber ID are values that can be used as personalization strings in query string parameters without violating PII regulations. Email address and name are considered PII and should not be used in query string parameters.

NEW QUESTION # 70

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account?

Choose 2 answers

- A. Contact-specific data at the job level
- B. Contact data in sendable data extensions
- C. Contact data in non-sendable data extensions
- D. General tracking data at the job level

Answer: C,D

NEW QUESTION # 71

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 the exact filename used for the trigger in the import File Activity
- C. Use %%FILENAME_FROM_TRIGGER%% in the import File Activity
- D. Make sure the filename has a date stamp to avoid duplication

Answer: C

Explanation:

Explanation

When using a filename pattern for a File Drop Automation trigger, the import File Activity should use

%%FILENAME_FROM_TRIGGER%% as the file name. This ensures that the import activity will use the same file name as the trigger, regardless of the date stamp or other variations

NEW QUESTION # 72

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication.

What would be achieved with SAP?

- A. A different click domain can be used for each brand
- B. A Dedicated IP is automatically warmed up
- C. The out-of-the-box profile center will display NTO branding
- D. Image URLs are wrapped with the appropriate brand URL

Answer: D

Explanation:

The Sender Authentication Package (SAP) allows the image URLs to be wrapped with the appropriate brand URL, which enhances the branding and deliverability of the emails. The SAP does not affect the profile center branding, the click domain, or the IP warming.

NEW QUESTION # 73

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