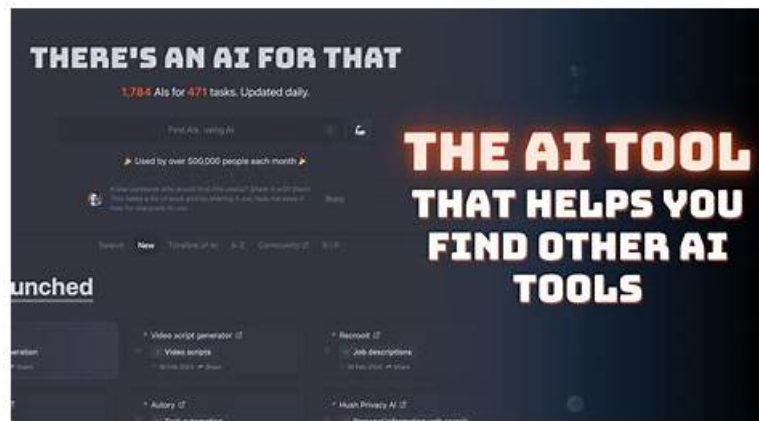


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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q129-Q134):

NEW QUESTION # 129

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. Link Wrapping

- **B. Cloud Pages URL AMP script function**
- C. Web Analytics Connector

Answer: B

Explanation:

To pass the email address of a subscriber to a landing page through a URL parameter from a promotional email securely, the admin should use the CloudPagesURL AMPscript function. This function encrypts the email address and other parameters and generates a unique URL for each subscriber. The landing page can then use the RequestParameter AMPscript function to decrypt the email address and other parameters

NEW QUESTION # 130

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

Answer: A,C,D

NEW QUESTION # 131

Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records.

How should the unique identifier of the data model be setup if the MobilePush and Email channels are used within the same account?

- **A. Strategically control the Contact Key values and tie records together across channels using this key.**
- B. Strategically control the Contact Key values in Email, but let Marketing Cloud automatically tie records as needed from MobilePush.
- C. Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- D. Use a third-party system to identify and delete duplicate Contact Keys.

Answer: A

NEW QUESTION # 132

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. Link Wrapping
- **B. CloudPagesURL AMPscript function**
- C. Web Analytics Connector

Answer: B

NEW QUESTION # 133

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- **A. A triggered message to send an email as soon as a customer completes a purchase.**

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