

# Marketing-Cloud-Administrator New Soft Simulations & Reasonable Marketing-Cloud-Administrator Exam Price



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Earning the Salesforce Certified Marketing Cloud Administrator certification can provide numerous benefits for professionals, including increased job opportunities, higher salaries, and enhanced credibility in the industry. It can also help individuals improve their marketing skills and stay up-to-date with the latest trends and technologies in the field.

The Marketing-Cloud-Administrator certification exam is meant for professionals who have experience in administering the Salesforce Marketing Cloud platform. This includes individuals who are responsible for creating and managing email campaigns, automating marketing processes, and analyzing data to improve marketing performance. Marketing-Cloud-Administrator Exam Tests the candidate's knowledge on topics such as Marketing Cloud configuration, email marketing best practices, data management, and reporting.

>> Marketing-Cloud-Administrator New Soft Simulations <<

## Quiz Accurate Marketing-Cloud-Administrator - Salesforce Certified Marketing Cloud Administrator Exam New Soft Simulations

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## Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q120-Q125):

### NEW QUESTION # 120

What are entry source types for Journey Builder?

- A. Data Extension, Audience Studio, API Event, Date Based Event
- B. **Data Extension, Email List, API Event, Date Based Event**
- C. Data Extension, Cloud Pages, Email List, API Event
- D. Data Extension, Salesforce Community, GA360, Email List

**Answer: B**

Explanation:

The entry source types for Journey Builder include:

C). Data Extension, Email List, API Event, Date Based Event  
These sources allow a marketing campaign to automatically start or transition contacts based on their interaction with various data sources:

Data Extension: Contacts can be injected into a journey based on records in a data extension.

Email List: Contacts from a specific email list can be used as an entry event.

API Event: This allows external systems to trigger entry into a journey.

Date Based Event: Contacts can enter a journey based on a specific date or a date attribute in a data extension.

Reference: Salesforce Help - Journey Builder Entry Sources

**NEW QUESTION # 121**

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- A. Data Manager and Analyst
- B. Analyst and Marketing Cloud Viewer
- C. Content Creator and Marketing Cloud Viewer

**Answer: A****NEW QUESTION # 122**

Which two statements are correct about Send Logging?

Choose 2 answers

- A. Send Log data extensions are archived automatically based on retention settings.
- B. AMP script can be used to pull data from Send Logs for use within emails.
- C. A business unit can support up to three Send Logs.
- D. SQL Query Activities can reference Send Logs in combination with system data views.

**Answer: C,D**

Explanation:

Explanation

SQL Query Activities can reference Send Logs in combination with system data views and a business unit can support up to three Send Logs. These statements are correct about Send Logging, which is a feature that allows marketers to capture additional information about email sends that are not available in standard reports or data view

**NEW QUESTION # 123**

A Marketing Cloud admin to create custom roles for their business process.

What should be taken into consideration to accomplish this?

- A. Custom roles can only be edited by the user who created the role initially.
- B. Custom roles override an individual user's granular permission assignments.
- C. Custom roles are only available within the business in which they were created.
- D. Custom roles are available on their Marketing Cloud account.

**Answer: B****NEW QUESTION # 124**

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

- A. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- B. The consultant should enable deep linking in Marketing Cloud Connect configuration.
- C. The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.
- D. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

**Answer: A,C**

Explanation:

Explanation

Each user should have a one-to-one relationship between Marketing Cloud and Sales Cloud to send emails from Sales Cloud, and the Create Email feature should be enabled on the user profile to allow users to create emails in Sales Cloud. B is incorrect because deep linking is not related to creating and sending emails from Sales Cloud. D is incorrect because Sales Cloud users do not need to have System Administrator Profile and a Role at the top of the Role Hierarchy to send emails from Sales Cloud.

## NEW QUESTION # 125

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