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## Marketing-Cloud-Administrator Valid Vce Dumps | Reliable Marketing-Cloud-Administrator: Salesforce Certified Marketing Cloud Administrator Exam

In the era of rapid development in the IT industry, we have to look at those IT people with new eyes. They use their high-end technology to create many convenient place for us. And save a lot of manpower and material resources for the state and enterprises. And even reached unimaginable effect. Of course, their income must be very high. Do you want to be the kind of person? Do you envy them? Or you are also IT person, but you do not get this kind of success. Do not worry, TroytecDumps's Salesforce Marketing-Cloud-Administrator Exam Material can help you to get what you want. To select TroytecDumps is equivalent to choose a success.

## Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q157-Q162):

NEW QUESTION # 157

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys. Which two Marketing Cloud features will support this effort?

Choose 2 answers

- **A. Data Designer**
- B. Web Analytics Connector
- **C. Content Builder**
- D. Cloud Pages

**Answer: A,C**

Explanation:

To support the development of a new eCommerce section and leverage transactional data in customer journeys, the following Marketing Cloud features are relevant:

\* A. Data Designer: Enables the design and configuration of data models within Contact Builder, crucial for managing transactional data effectively for use in journeys.

\* D. Content Builder: Facilitates the creation of personalized email content using transactional data, enhancing the relevance and engagement of communications sent to customers.

These features are essential for integrating and utilizing transactional data to drive personalized customer interactions within eCommerce contexts.

#### **NEW QUESTION # 158**

An email marketing manager is planning to send a promotional email to one million subscribers.

Which data structure should be used?

- A. Publication List
- **B. Data Extension**
- C. List
- D. Group

**Answer: B**

Explanation:

For sending a promotional email to one million subscribers, a Data Extension is the most suitable data structure. Data Extensions offer robust data management capabilities, scalability, and flexibility for handling large volumes of data and complex segmentation, which is essential when dealing with a large audience size like one million subscribers. This setup allows for more detailed targeting and personalization strategies.

Reference: Salesforce Help - Data Extensions

#### **NEW QUESTION # 159**

Northern Trail Outfitters (NTO) keeps their subscribers in sync with their external database via the import of a CSV file which is dropped to the of Marketing Cloud SFTP each day. However, NTO has realized the number of subscribers being sent emails is considerably lower than the number they were expecting based on records in their database.

Which feature would allow NTO to monitor whether all records were added to the target data structure each day?

- A. Notation Settings within the Import File Activity
- B. External Key within the Import File Activity
- **C. Run Completion within the File Drop Automation**
- D. Runtime Error within the File Drop Automation

**Answer: C**

Explanation:

To monitor whether all records are being added to the target data structure each day in a scenario like that of Northern Trail Outfitters (NTO), the feature "Run Completion" within the File Drop Automation is most relevant. This feature allows the admin to check the status and results of the file drop automation, which includes verifying if the automation successfully completed and how many records were processed and added to the data extension. Using this feature, NTO can monitor daily imports and identify any discrepancies in the number of records processed, which could explain why fewer subscribers than expected are being sent emails.

References:

\* Salesforce Marketing Cloud Documentation on "Automation Studio" and "File Drop Triggers"

### NEW QUESTION # 160

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Ensure every data source has a sendable field.
- **B. Normalize data and fields to prevent redundancy.**
- C. Ensure all available data is included.
- **D. Identify and assign appropriate keys to tie records together.**
- **E. Remove nonessential data for marketing purposes.**

**Answer: B,D,E**

Explanation:

As the Marketing Cloud admin plans to expand the data model to include SMS and Push channels, it's important to prepare the data model for high data quality:

- A). Remove nonessential data for marketing purposes: This helps streamline data management and ensures the data model is not cluttered with irrelevant information, making it easier to manage and use.
- B). Identify and assign appropriate keys to tie records together: Proper key management ensures that different data sources can be linked effectively, facilitating a unified view across different marketing channels.
- C). Normalize data and fields to prevent redundancy: Normalization reduces data redundancy and inconsistency, which is essential for maintaining data integrity and efficiency in a multi-channel environment.

Reference: Salesforce Help - Data Management Best Practices

### NEW QUESTION # 161

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

**Answer: C**

### NEW QUESTION # 162

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