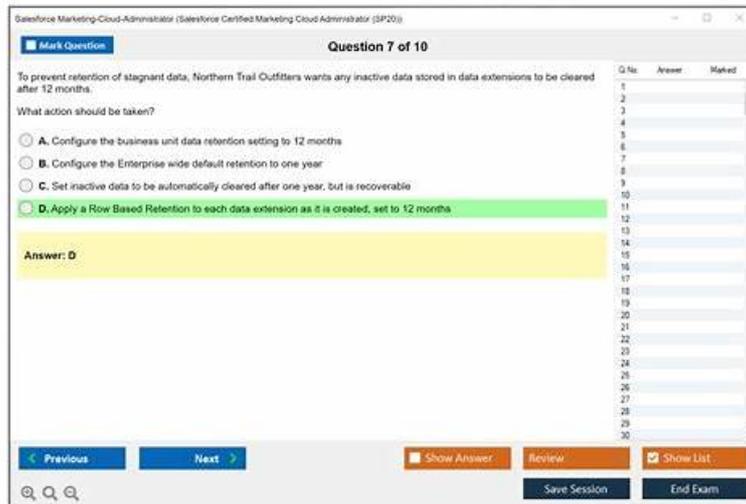


Marketing-Cloud-Administrator Real Questions, Marketing-Cloud-Administrator Practice Exam, Marketing-Cloud-Administrator PDF VCE



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Salesforce Marketing-Cloud-Administrator Certification Exam is a valuable certification for individuals who want to demonstrate their knowledge and skills in Marketing Cloud. It is a challenging exam that requires a lot of preparation, but passing it can be a great career booster for individuals who want to work in the field of digital marketing. Taking a training course is one of the best ways to prepare for the exam, and Salesforce offers a range of courses that can help individuals prepare for the exam.

>> **Marketing-Cloud-Administrator Practice Test** <<

Salesforce Marketing-Cloud-Administrator Exam Questions-Shortcut To Success

With the rapid development of the world economy, it has been universally accepted that a growing number of people have longed to become the social elite. However, the competition of becoming the social elite is fierce for all people. The Marketing-Cloud-Administrator exam will be a shortcut for a lot of people who desire to be the social elite. If you try your best to prepare for the Marketing-Cloud-Administrator Exam and get the related certification in a short time, it will be easier for you to receive the attention from many leaders of the big company.

Salesforce Marketing Cloud Administrator certification exam is suitable for a variety of professionals, including marketing managers, digital marketers, email marketers, campaign managers, and marketing automation specialists. It is also ideal for Salesforce administrators and consultants who want to expand their expertise in marketing automation and customer engagement.

To pass the Salesforce Marketing-Cloud-Administrator Exam, you need to have a deep understanding of Marketing Cloud concepts and features. You need to have practical experience in implementing Marketing Cloud solutions and be able to troubleshoot issues that may arise during the implementation process. You also need to be familiar with the best practices for Marketing Cloud administration, including data management, security, and compliance.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q22-Q27):

NEW QUESTION # 22

Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud. What should the Marketing Cloud admin consider when sending from the new IP Address?

- A. Building desirable sending history and data will be variable based on list size and engagement.
- B. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.
- C. The IP address is on reserve, is already in use, and has an email sending history.
- D. Sending in large volumes will alert ISPs the new IP Address is now in use.

Answer: A

Explanation:

Explanation

The Marketing Cloud admin should consider that building desirable sending history and data will be variable based on list size and engagement when sending from the new IP address. A new IP address has no reputation with ISPs and needs to be warmed up gradually by sending emails to engaged and active subscribers. The send volume and frequency should be adjusted according to the list size and engagement level of NTO's subscribers to avoid being marked as spam or blocked by ISPs. The other options are incorrect because:

* The IP address is on reserve, is already in use, and has an email sending history. This describes an existing IP address, not a new one. An existing IP address already has a reputation with ISPs and does not need to be warmed up.

* Sending in large volumes will alert ISPs the new IP Address is now in use. This is not a consideration, but rather a mistake.

Sending in large volumes from a new IP address will raise red flags with ISPs and may result in poor deliverability or blacklisting.

* Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.

This is not a consideration, but rather the opposite of what should be done. Migration of smaller, triggered campaigns should be done first before bringing on larger marketing campaigns, as this will help build trust and reputation with ISPs.

NEW QUESTION # 23

Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams. How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- A. Deploy Multi-Org with a single Marketing Cloud Account
- B. Filter data view permissions at the subscriber level
- C. Deploy separate Publication Lists for each region within one account
- D. Separate regions into business units and apply Subscriber Filters

Answer: D

Explanation:

Explanation

Separating regions into business units and applying subscriber filters is the best way to ensure distinct data integrity across the regions. Subscriber filters allow you to control which subscribers are visible in each business unit based on criteria such as location, language, or preference.

NEW QUESTION # 24

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nto.com. the previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account?

2 answers

- A. Cloudpages personalized URLs are served from cloud.email.nto.com
- B. Upon receiving an email, all tracked links start with click.email.nto.com
- C. Users receive Marketing Cloud password reset emails from help@email.nto.com
- D. The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors

Answer: A,B

Explanation:

To verify if a Sender Authentication Package (SAP) has been set up, check:

- * Tracked Links Prefix: If all links in emails sent start with click.email.nto.com, it indicates that a SAP is configured for link rewriting to include the company's domain.
- * CloudPages URL: Personalized URLs for CloudPages that use the domain cloud.email.nto.com also suggest that SAP is set up, ensuring that all customer-facing URLs reflect the organization's branding.

NEW QUESTION # 25

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute. How would the admin ensure a notification is received when the query fails?

- A. Configure the "Event Notification Service" in Setup with their Email Address
- **B. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings"**
- C. Add their Email Address in the Query Activity Notifications Field
- D. Install the Marketing Cloud App on phone to receive Push Messages

Answer: B

Explanation:

Explanation

To ensure a notification is received when the query fails, the admin should add their email address in the automation "Runtime Error or Skipped Run Notification Settings". This setting allows the admin to specify an email address or a data extension to receive notifications when an automation encounters a runtime error or a skipped run. A runtime error occurs when an activity within an automation fails to execute, such as a query that has invalid syntax or references a non-existent data extension. A skipped run occurs when an automation is scheduled to run but does not run because the previous run is still in progress. The other options are incorrect because:

- * Install the Marketing Cloud App on phone to receive Push Messages. This option will not ensure a notification is received when the query fails, as the Marketing Cloud App does not support push notifications for automation errors or skipped runs. The Marketing Cloud App only supports push notifications for Journey Builder entry events and email sends.
- * Add their Email Address in the Query Activity Notifications Field. This option will not ensure a notification is received when the query fails, as the Query Activity Notifications Field only sends notifications when the query completes successfully. The notifications include information such as the number of records processed, added, updated, skipped, or failed.
- * Configure the "Event Notification Service" in Setup with their Email Address. This option will not ensure a notification is received when the query fails, as the Event Notification Service is a feature that allows external systems to subscribe to events that occur in Marketing Cloud, such as email sends, opens, clicks, bounces, and unsubscribes. The Event Notification Service does not support events related to automation errors or skipped runs.

NEW QUESTION # 26

Northern Trail Outfitters wants to set up their Send Log data extension. Which three considerations should be made for long term success?

Choose 3 answers

- **A. Apply an appropriately-scoped Data Retention period**
- B. Set the period to a fixed date in the Data Retention Policy
- **C. Log attribute data necessary for auditing communications**
- D. Log all variable data captured in emails at send time
- **E. Add custom fields not included in the Send Log Template**

Answer: A,C,E

Explanation:

Explanation

For long term success of their Send Log data extension, NTO should consider the following three aspects:

- * Apply an appropriately-scoped Data Retention period. A Data Retention period is a setting that determines how long records are kept in a data extension before they are deleted or archived. Applying an appropriate Data Retention period can help NTO manage their storage space and performance by removing old or unnecessary data from their Send Log data extension.
- * Add custom fields not included in the Send Log Template. The Send Log Template is a predefined data extension template that contains a set of standard fields for logging send data. However, NTO can add custom fields to their Send Log data extension to capture additional information that is relevant to their business needs or reporting requirements.

