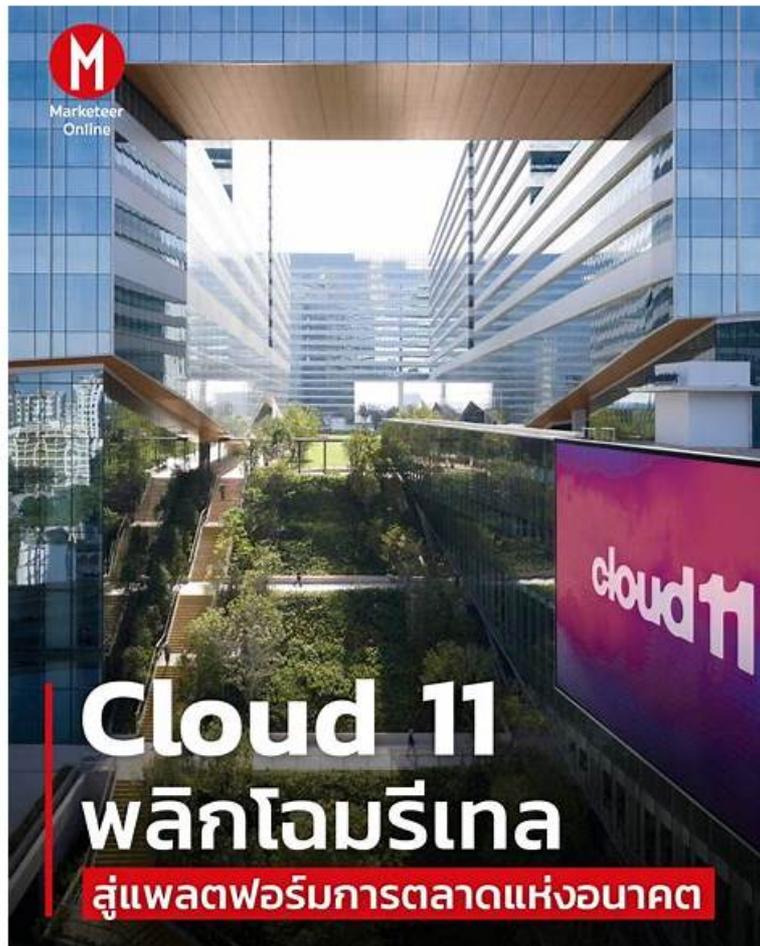


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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q94-Q99):

NEW QUESTION # 94

A Marketing Cloud admin is setting up Northern Trail Outfitter's newest business units and several users to assign to the new business units.

How would the admin assign users to the business units?

- A. Search for the individual user, select their name and click Edit Business Units.
- B. Re-import the users to update their assigned business units
- **C. Search for the individual user, select their name, and click Manage Business Units.**
- D. Give permissions to users at top-level account to assign their own business units.

Answer: C

Explanation:

Explanation

To assign users to the business units, the admin should search for the individual user, select their name, and click Manage Business Units. This will allow the admin to select which business units the user can access and what role they have in each business unit. The Edit Business Units option is not available for users

NEW QUESTION # 95

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory How should this setup be achieved?

- **A. All child business units should have an individual SFTP user**
- B. Each business unit should have multiple SFTP users
- C. Child business unit SFTP user should be created
- D. Copy the parent SFTP user into each child business unit

Answer: A

NEW QUESTION # 96

Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists. How should the user be updated to allow the analyst the appropriate access?

- A. Remove Marketing Cloud Viewer
- B. Add Distributed Sending user
- C. Remove Marketing Cloud Channel manager
- **D. Add Marketing Cloud Security Administrator**

Answer: D

Explanation:

To allow the business analyst at Northern Trail Outfitters to import contact lists, the role needed is one that grants permissions for import activities. Among the options:

B). Add Marketing Cloud Security Administrator This role would provide the analyst with the necessary permissions to manage data imports. The Marketing Cloud Security Administrator role includes broader permissions that encompass data management and security settings, which are required for importing contact lists.

Reference: Salesforce Help - User Roles and Permissions

NEW QUESTION # 97

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers. They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- B. IP ramp -up is important to establish a positive sender reputation.
- C. IP ramp -up can be bypassed, given their historical lack of deliverability issues.
- D. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.

Answer: A,B

Explanation:

Explanation

IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers and IP ramp-up is important to establish a positive sender reputation. These responses articulate proper IP warming, which is the process of gradually increasing email volume from a new or unused IP address to build trust and credibility with Internet Service Providers (ISPs)

NEW QUESTION # 98

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

Answer: A,B,E

NEW QUESTION # 99

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