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The Salesforce Certified Marketing Cloud Administrator Exam certification exam covers a wide range of topics related to the administration of Salesforce Marketing Cloud, including data management, email marketing, mobile marketing, automation, and reporting. Marketing-Cloud-Administrator Exam is designed to test your knowledge of the platform's features and functionality, as well as your ability to manage campaigns and troubleshoot issues that may arise.

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.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q35-Q40):

NEW QUESTION # 35

What are entry source types for Journey Builder?

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

Answer: A

Explanation:

Explanation

Data Extension, Audience Studio, API Event, Date Based Event are entry source types for Journey Builder.

Entry source types are types of events or data sources that can trigger contacts to enter a journey in Journey Builder. Data Extension is an entry source type that allows contacts from a data extension to enter a journey based on a schedule or an automation.

Audience Studio is an entry source type that allows contacts from Audience Studio segments to enter a journey based on a schedule or an automation. API Event is an entry source type that allows contacts to enter a journey based on an API call from an external system or application.

Date Based Event is an entry source type that allows contacts from a data extension to enter a journey based on a date field in the data extension, such as birthday or anniversary.

NEW QUESTION # 36

Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.

What consideration could account for this behavior?

- A. Data retention settings were incorrect in the data extension.
- B. Contact Builder was not configured properly.
- C. The data extension was not configured as sendable.
- D. The email address in All Subscribers is prioritized.

Answer: D

NEW QUESTION # 37

NTO has been noting reduced deliverability when they do large sends.

Which part of deliverability is tied to hitting Spam Traps during a send?

- A. Authentication
- B. List Hygiene
- C. Engagement
- D. Content

Answer: A

NEW QUESTION # 38

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- A. CloudPage forms Content Block
- B. Email Form Content Block
- C. Dynamic Content Block
- D. Reference Content Block

Answer: A

NEW QUESTION # 39

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account?

Choose 2 answers

- A. Contact-specific data at the job level
- **B. Contact data in non-sendable data extensions**
- **C. General tracking data at the job level**
- D. Contact data in sendable data extensions

Answer: B,C

Explanation:

Following a Contact Delete request, certain data types remain within the account:

* B. Contact data in non-sendable data extensions: This data does not directly link to an individual's subscriber key or contact ID, allowing it to persist in the system for reporting and analytical purposes without targeting specific individuals.

* C. General tracking data at the job level: This includes aggregated data on email opens, clicks, and other engagement metrics collected at the campaign level, not tied to individual contact identities, thus remaining in the system post-deletion.

NEW QUESTION # 40

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