

Marketing-Cloud-Administrator Latest Torrent & Marketing-Cloud-Administrator Latest Test Discount



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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q83-Q88):

NEW QUESTION # 83

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. Filter data view permissions at the subscriber level
- B. Deploy Multi-Org with a single Marketing Cloud Account

- C. Deploy separate Publication Lists for each region within one account
- **D. Separate regions into business units and apply Subscriber Filters**

Answer: D

Explanation:

To ensure subscriber data is appropriately segregated between the EMEA and AMER teams, the Marketing Cloud admin should separate regions into different business units and apply Subscriber Filters. This setup allows for distinct data management and access controls per region, aligning with security and legal requirements. By configuring business units specific to each region, the admin can effectively control data visibility and operations within those regional contexts.

Reference: Salesforce Help - Business Unit Setup

NEW QUESTION # 84

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. Ensure all available data is included.
- **C. Normalize data and fields to prevent redundancy.**
- **D. Remove nonessential data for marketing purposes.**
- **E. Identify and assign appropriate keys to tie records together.**

Answer: C,D,E

NEW QUESTION # 85

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year. Where would the admin retrieve this information?

- A. Email Studio > Email > Tracking > Sends
- **B. Analytics Builder > Reports > Email Send Report**
- C. Studio > Email > Subscribers > All Subscribers
- D. Contact Builder > All Contacts > Email

Answer: B

NEW QUESTION # 86

Northern Trail Outfitters wants to send a custom survey to customers asking about their experience following a recent purchase.

Which feature should be used to create a survey form?

- **A. Smart Capture**
- B. Profile Center
- C. MobileConnect
- D. Content Builder

Answer: A

NEW QUESTION # 87

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

What should be taken into consideration to accomplish this?

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

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