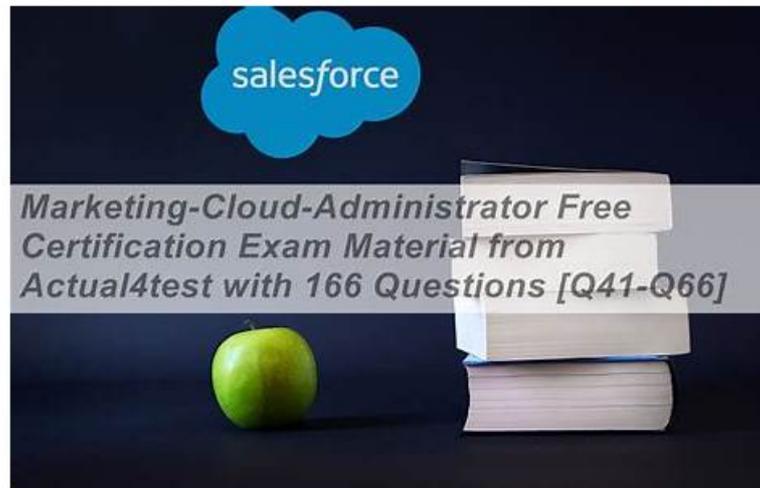# Unparalleled Salesforce Marketing-Cloud-Administrator Valid Test Cost - FreeDumps Free Download

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Salesforce Marketing-Cloud-Administrator (Salesforce Certified Marketing Cloud Administrator) Certification Exam is a highly sought-after certification in the field of marketing automation. Salesforce Certified Marketing Cloud Administrator Exam certification is designed for individuals who are responsible for managing and implementing marketing campaigns using the Salesforce Marketing Cloud platform. Marketing-Cloud-Administrator Exam Tests the candidate's knowledge and understanding of the Marketing Cloud platform, including its features, functionalities, and best practices.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q125-Q130):

NEW QUESTION # 125
Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.
What should the admin confirm to resolve the issue?

- A. The Data extension is marked as Sendable and Testable
- B. The data extension is marked as Sendable
- C. The data extension is linked using the Contact Key
- D. The data extension contains a Salesforce ID

Answer: B

Explanation:
Explanation
To resolve the issue of not being able to see the audience file in the data extension when scheduling the send, the admin should confirm that the data extension is marked as Sendable. A sendable data extension is one that has an email address field and a subscriber key field that can be used for sending emails. If the data extension is not marked as sendable, it will not appear as an option when selecting an audience for an email send. The other options are incorrect because:
* The data extension contains a Salesforce ID. This is not a requirement for sending emails from a data extension. A Salesforce ID is only needed if NTO wants to use Marketing Cloud Connect to sync data between Marketing Cloud and Salesforce CRM.
* The Data extension is marked as Sendable and Testable. This is not a valid option for marking a data extension. A data extension can only be marked as sendable or non-sendable; there is no testable option.
* The data extension is linked using the Contact Key. This is not a requirement for sending emails from a data extension. The Contact Key is only needed if NTO wants to use Contact Builder to link data across different sources and channels.

NEW QUESTION # 126
Northern Trail Outfitters wants to expand their use of Marketing Cloud to business users who spend their day in Sales Cloud, without granting access to Marketing Cloud directly.
What feature should be used?

- A. Marketing Cloud Connect
- B. Distributed Marketing
- C. Distributed Sending

Answer: A

NEW QUESTION # 127
Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer alter an online purchase is made.
What feature could be used to solicit website feedback without navigating away from the email?

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

Answer: C

Explanation:
To solicit website feedback directly within an email without navigating away from the email, the feature to use is B. Email Form Content Block. This block allows subscribers to submit feedback directly within the email, enhancing user experience and increasing the likelihood of feedback submission since the subscriber does not need to leave their email environment.
Reference: Salesforce Help - Email Form Content Block

NEW QUESTION # 128
What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

- A. A custom text version will be sent with your HTML email.
- B. An auto-generated text version will be sent with your HTML email.
- C. Open and click activity are tracked in either version.
- D. The email will avoid detection by various SPAM filters.

Answer: B,C

NEW QUESTION # 129

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.
What should NTO do to create this audience?

- A. SQL Queries
- B. Journey
- C. Measures
- D. Data Filters

Answer: A

Explanation:
To target subscribers based on complex criteria, such as recent engagement and geographic proximity:
* Use SQL Queries in Automation Studio to create a highly specific audience segment. SQL queries allow for the combination of multiple data points and criteria into a single query, providing the flexibility needed for complex segmentation.
* Write a SQL query that joins email interaction data with subscriber location data, filtering for those who engaged within the last 30 days and are within 10 miles of an NTO store.

NEW QUESTION # 130

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