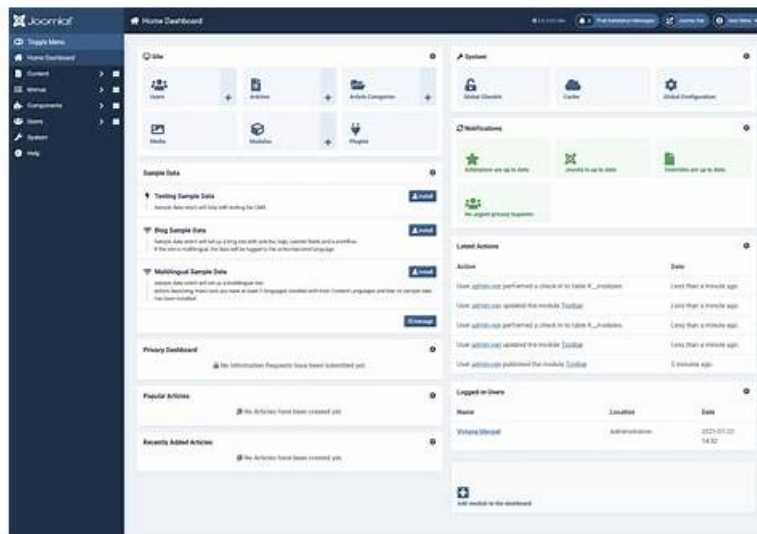


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## Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q123-Q128):

### NEW QUESTION # 123

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing cloud to execute a send.

Which feature would the admin use to meet this requirement?

- A. Distributed Marketing Sends.
- B. List Sending
- **C. Tokenized Sending**
- D. Field Level Encryption.

**Answer: C**

#### **NEW QUESTION # 124**

A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails. What functionality would allow this?

- A. Web and Mobile Analytics
- **B. Web Analytics Connector**
- C. Advertising Studio
- D. Personalization Builder

**Answer: B**

#### **NEW QUESTION # 125**

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted. Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Data Extract Activity
- **B. File Transfer Activity**
- C. Import Activity
- D. Decryption Activity

**Answer: B**

Explanation:

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

#### **NEW QUESTION # 126**

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- \* Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
- \* Contact records will be augmented by relational data tables via Contact Builder.
- \* The customer data file will contain 5M records with 40+ attributes.
- \* One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- \* A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- **A. Data extensions allow for add/update Import activity.**
- B. Data extensions can store HTML code as an attribute.
- C. Data extensions support Customer ID to be used as Subscriber Key.
- D. Data extensions are necessary for Contact Builder

**Answer: A**

Explanation:

The advantages of using data extensions over lists in Marketing Cloud, especially given the complex data needs outlined:

- \* Add/Update Capability: Data extensions support add/update import activities, allowing for the nightly refresh of the customer data from the data warehouse without duplicating records.
- \* Handling Large Data Volumes: Data extensions are more suitable for managing large volumes of data with numerous attributes, such as the scenario described with 5 million records and 40+ attributes.

### NEW QUESTION # 127

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable string to links in all emails. What functionality would allow this?

- A. Configure Parameter Manager.
- B. Use Web and Mobile Analytics.
- C. Link a Google Analytics Account.

**Answer: A**

### NEW QUESTION # 128

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