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## Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q90-Q95):

### NEW QUESTION # 90

A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounces status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- A. Status is changed to Held for 72 hours and the bounce count is set to Zero
- B. Status is changed to Active and the bounce count is unchanged
- C. Status remains as Bounced the bounce count is unchanged
- D. Status is changed to Active and the bounce count is set to Zero

**Answer: D**

### NEW QUESTION # 91

The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message?

Choose 3 answers

- A. Personalization strings map to attributes or data extension fields
- B. Each content area specified in a dynamic content rule exists.
- C. Words or phrases used may trigger spam filters.
- D. Grammar and spelling in the email text is correct.
- E. Correct syntax is used on any AMPScript in the email's code.

**Answer: A,B,E**

Explanation:

In Salesforce Marketing Cloud, the Validate functionality in Email Studio is designed to check specific technical elements of an email to ensure it is correctly configured before sending. The Validate function will check the following items:

A: Each content area specified in a dynamic content rule exists. This check ensures that all content areas referred to by dynamic rules are correctly linked and available, preventing errors when the dynamic content is supposed to display based on subscriber attributes or behaviors.

D: Correct syntax is used on any AMPScript in the email's code. Validate function checks for syntax errors in AMPScript code within the email. This is crucial as it prevents runtime errors that could occur when the email is processed, ensuring that all scripting functions as intended to provide personalization and dynamic content.

E: Personalization strings map to attributes or data extension fields. This ensures that all personalization strings used in the email correctly correspond to attributes or fields in the data source, thereby guaranteeing that personalization and dynamic content display correctly.

These checks are fundamental for ensuring the technical accuracy of the email content, scripting, and personalization, aiding in delivering a high-quality and effective email campaign.

References:

\* Salesforce Marketing Cloud Email Studio Documentation

### NEW QUESTION # 92

Northern Trail Outfitters (NTO) has the Discover Reporting Tool.

Which two report types could help NTO drive their mobile adoption strategy?

Choose 2 answers

- A. Email Performance by Device

- B. Deliverability Complaint Rate
- C. Time Between Send and Engagement
- D. Email Sending Performance Report

**Answer: A,C**

Explanation:

To enhance mobile adoption strategies, Northern Trail Outfitters can leverage the following reports:

A). Email Performance by Device: This report provides insights into how subscribers are interacting with emails across different devices, which can help NTO understand device preferences and optimize their mobile content.

B). Time Between Send and Engagement: This report tracks the time it takes for recipients to engage with emails after they are sent, helping to determine the effectiveness of timing and content across different platforms, including mobile devices.

Reference: Salesforce Help - Discover Reporting Tool

### NEW QUESTION # 93

Which two statements are correct about Send Logging?

Choose 2 answers

- A. Send Log data extensions are archived automatically based on retention settings.
- B. A business unit can support up to three Send Logs.
- C. SQL Query Activities can reference Send Logs in combination with system data views.
- D. AMP script can be used to pull data from Send Logs for use within emails.

**Answer: B,C**

Explanation:

Explanation

SQL Query Activities can reference Send Logs in combination with system data views and a business unit can support up to three Send Logs. These statements are correct about Send Logging, which is a feature that allows marketers to capture additional information about email sends that are not available in standard reports or data view

### NEW QUESTION # 94

A user asks a Marketing Cloud admin to update and increase their session timeout setting. Which three considerations should the admin review before making this update?

Choose 3 answers

- A. Typical length of time users spend in Marketing Cloud
- B. Frustration of users upon timeouts
- C. Change impacts all users
- D. Security risk of unauthorized users for longer timeout settings
- E. Best practice suggests a 20-minute timeout setting

**Answer: B,C,D**

Explanation:

Explanation

Before updating and increasing their session timeout setting, the admin should review the following three considerations:

- \* Frustration of users upon timeouts. The admin should consider how users feel when their sessions expire and they have to log in again. Increasing the session timeout setting can reduce user frustration and improve user experience by allowing them to stay logged in longer.
- \* Security risk of unauthorized users for longer timeout settings. The admin should consider how longer timeout settings can increase the security risk of unauthorized users accessing Marketing Cloud.

Increasing the session timeout setting can expose user accounts and data to potential threats if users leave their devices unattended or share them with others.

- \* Change impacts all users. The admin should consider how changing the session timeout setting will affect all users within their account or business unit. Increasing the session timeout setting will apply to all users who log in to Marketing Cloud after the change, regardless of their roles or permissions. The other option is incorrect because:

\* Typical length of time users spend in Marketing Cloud. This is not a consideration for updating and increasing their session timeout setting, as it does not affect the security or user experience of Marketing Cloud. The typical length of time users spend in Marketing

Cloud may vary depending on their tasks and needs, but it does not determine how long their sessions should last before expiring.

## NEW QUESTION # 95

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