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The Salesforce Marketing-Cloud-Administrator Exam covers various topics related to Salesforce Marketing Cloud, including email marketing, social media marketing, mobile marketing, and advertising. It also tests an individual's understanding of the features and functionalities of the platform, such as data management, segmentation, automation, and analytics.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions

(Q96-Q101):

NEW QUESTION # 96

An email marketing manager is planning to send a promotional email to one million subscribers. Which data structure should be used?

- A. Publication List
- **B. Data Extension**
- C. List
- D. Group

Answer: B

Explanation:

For sending a promotional email to one million subscribers, a Data Extension is the most suitable data structure. Data Extensions offer robust data management capabilities, scalability, and flexibility for handling large volumes of data and complex segmentation, which is essential when dealing with a large audience size like one million subscribers. This setup allows for more detailed targeting and personalization strategies.

Reference: Salesforce Help - Data Extensions

NEW QUESTION # 97

A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing Cloud. What solution should they implement?

- A. Key Management
- B. Transparent Data Encryption
- C. Field level Encryption
- **D. Tokenized Sending**

Answer: D

Explanation:

To ensure sensitive information is not imported and stored in Marketing Cloud, implement:

* Tokenized Sending: This approach uses tokens to represent sensitive data, ensuring that the actual data does not reside within Marketing Cloud. Instead, the tokens are matched with the original data only during the send process, enhancing security by minimizing data exposure.

* Setup: Configure Tokenized Sending by defining data relationships in Marketing Cloud Connect or through external token providers to integrate seamlessly with the sending process.

NEW QUESTION # 98

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:

To resolve the issue of a data extension not appearing for email sends, confirm:

* Sendable Status: Ensure the data extension is marked as Sendable. This setting links the data extension to a subscriber attribute, allowing it to be used for email sends.

* Configuration Check: Verify the send relationship within the data extension properties, ensuring it correctly relates to the subscriber key or another unique identifier used for email campaigns.

NEW QUESTION # 99

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

Answer: B

Explanation:

Explanation

To append an Urchin Tracking Module (UTM) variable string to links in emails, NTO should use Web Analytics Connector. Web Analytics Connector is a feature that allows NTO to append UTM variables or other custom parameters to the links in their emails. Web Analytics Connector can be configured at the account, business unit, or send level, and can support up to four parameters per link. The other options are incorrect because:

* Advertising Studio. This is a product that allows NTO to create and manage advertising campaigns across various channels, such as Facebook, Google, or Twitter. However, this product does not allow NTO to append UTM variables to links in emails; it only allows NTO to use their Marketing Cloud data for audience segmentation and targeting.

* Personalization Builder. This is a product that allows NTO to create and deliver personalized content and recommendations to their subscribers based on their behavior and preferences. However, this product does not allow NTO to append UTM variables to links in emails; it only allows NTO to use predictive intelligence and machine learning to optimize their content and offers.

* Web and Mobile Analytics. This is a product that allows NTO to collect and analyze web and mobile data from their subscribers, such as page views, visits, conversions, and revenue. However, this product does not allow NTO to append UTM variables to links in emails; it only allows NTO to use web tracking code and mobile SDKs to capture and report on their web and mobile activity.

NEW QUESTION # 100

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account. Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Unique Contact Identifier
- **B. Primary key**
- C. Subscriber ID
- D. Unique Contact email address

Answer: B

NEW QUESTION # 101

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