

Examcollection Marketing-Cloud-Administrator Dumps Torrent & Reliable Marketing-Cloud-Administrator Practice Materials



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Registration procedure of the Marketing Cloud Administrator Certification Exam are as follow

In order to apply for the Marketing Cloud Administrator, You have to follow these steps

- Login to the Webassessor at www.webassessor.com/salesforce. If you don't already have an exam profile in Webassessor, you need to create one.
- You will be sent an email confirming the purchase and registration.
- Find the exam you want to schedule and expand the section to view delivery options. You can choose to register for the exam as supervised on the site or supervised online.
- Check the accuracy of the exam and the details of the program, click Pay.
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- Enter your type of payment. You can enter a coupon / coupon code and / or a credit card. Certification exams are subject to tax in accordance with local laws; You will see all applicable fees listed during the payment process.
- Click Register for an exam
- If you selected the supervised online exam
- Click the Save button for your preferred delivery method.
- Select a test center.
- Select the date and time you want to take the exam; - Read the reprogramming and cancellation policy, select the confirmation box.
- Click on Select
- Select the date and time you want to take the exam; - Read the reprogramming and cancellation policy, select the confirmation box.

The Marketing-Cloud-Administrator Certification Exam is a comprehensive test that covers various topics related to Salesforce Marketing Cloud. Marketing-Cloud-Administrator exam includes questions on email marketing, mobile messaging, social media management, data management, and reporting. It is designed to validate the candidate's knowledge of the Marketing Cloud platform and their ability to manage and administer it effectively.

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Salesforce Marketing Cloud is a leading marketing automation platform that helps businesses engage with their customers across multiple channels. The Salesforce Marketing-Cloud-Administrator Certification Exam is designed for professionals who want to demonstrate their expertise in implementing and managing marketing campaigns using the Salesforce Marketing Cloud platform. Marketing-Cloud-Administrator Exam Tests the candidate's knowledge of various marketing automation concepts, including email marketing, mobile marketing, social media advertising, and data management.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q115-Q120):

NEW QUESTION # 115

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process?

Choose 2 answers

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

Answer: B,C

Explanation:

When selecting "Send as Multipart MIME" during the email send process:

* Activity Tracking: Both the HTML and text versions of the email allow for the tracking of opens and clicks, ensuring that engagement data is captured regardless of the version the recipient views.

* Auto-generated Text Version: Alongside the HTML email, a text version is automatically generated and sent. This ensures that recipients whose email clients do not support HTML can still receive and read the email content.

NEW QUESTION # 116

Northern Trail Outfitters (NTO) is a global brand which includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

- **A. Create child business units for each brand and nest another level of child business units for GEOs.**
- B. Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.
- C. Create and apply folders with naming conventions in the current account to keep track of brand assets.
- D. Create one child business unit for the other brands to share but apply folders and naming conventions.

Answer: A

Explanation:

Explanation

Create child business units for each brand and nest another level of child business units for GEOs is how the rest of the business units should be organized. Business units are organizational units that allow marketers to segment their Marketing Cloud account based on different brands, regions, products, or channels. By creating child business units for each brand and nesting another level of child business units for GEOs, NTO can manage their marketing activities and assets for each subsidiary brand and location separately

NEW QUESTION # 117

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

Answer: D

NEW QUESTION # 118

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. Profile Center
- B. Content Builder
- **C. Smart Capture**
- D. Mobile Connect

Answer: C

Explanation:

Explanation

Smart Capture is the feature that should be used to create a survey form. Smart Capture is a feature that allows marketers to create and insert forms within landing pages or emails, such as surveys, polls, or feedback requests. Smart Capture can be customized with different fields, labels, buttons, and actions. Smart Capture can capture subscriber responses and store them in a data extension or update existing records in Marketing Cloud.

NEW QUESTION # 119

What should be confirmed to ensure Journey Builder directs the subscribers correctly?

- A. Entry Source attributes are available in Journey Settings.
- B. Journey Data is used for the Decision Split.
- C. Filter Contacts are enabled to refine the audience.
- **D. Contact Data is used for the Decision Split.**

Answer: D

Explanation:

Explanation

To ensure Journey Builder directs the subscribers correctly, contact data should be used for the decision split.

Contact data is the data that is stored in the contact model and is available for all journeys. Journey data is the data that is captured at the point of entry and is specific to each journey.

NEW QUESTION # 120

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