

100% Pass Quiz Professional Marketing-Cloud-Administrator - Valid Salesforce Certified Marketing Cloud Administrator Exam Vce



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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.

Salesforce Marketing-Cloud-Administrator certification exam is a valuable credential for professionals who are responsible for administering the Salesforce Marketing Cloud platform. It is designed to test the candidate's knowledge and skills in marketing cloud administration and ensure that they are equipped to deliver effective marketing campaigns. With this certification, candidates can demonstrate their expertise and gain credibility in the industry, which can help them advance their careers.

Salesforce Marketing-Cloud-Administrator Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Maintenance: In this section of the exam, solutions are defined related to extracting information and producing reports. It also covers monitoring a Marketing Cloud account and how to assess the advantages of additional Marketing Cloud products.
Topic 2	<ul style="list-style-type: none">• Channel Management: This section of the exam describes the setup of Mobile Studio and how in a provided scenario Email Studio is used. It deals with the configuration of Social Studio and Advertising Studio.
Topic 3	<ul style="list-style-type: none">• Subscriber Data Management: In the given scenario, it helps to explain the contact model and assess the quality of information in addition to explaining profile center concepts.
Topic 4	<ul style="list-style-type: none">• Setup: This section of the exam deals with the implementation of the configuration of business units, password security, and permissions. It also covers finding out how to set up integrations and explains features in Setup Home. It also helps to explain Marketing Cloud extension products.
Topic 5	<ul style="list-style-type: none">• Digital Marketing Proficiency: This section of the exam describes governance and compliance with digital marketing functions. It covers understanding various best practices of security related to permissions, information, and PII.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q74-Q79):

NEW QUESTION # 74

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

- A. Synchronized contacts are only counted after sending
- B. Mobile subscribers are not counted as contacts.
- C. There are overlapping contacts in each of the channel
- D. Only active email subscriber is counted.

Answer: C

Explanation:

The reason why the total contact count of 500,000 is less than the summed total of email subscribers, synchronized contacts, and mobile subscribers is D. There are overlapping contacts in each of the channels.

This overlap occurs when the same contact is counted across different channels (e.g., a contact might be both an email subscriber and a mobile subscriber), thus leading to a lower total contact count when duplicates are not counted more than once.

NEW QUESTION # 75

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:

Explanation

To send a promotional email to one million subscribers, NTO should use a data extension as their data structure. A data extension is a table that stores subscriber data in Marketing Cloud. A data extension can store up to 30 million records per data extension and up to 100 million records per account². A data extension can also support advanced segmentation, personalization, and reporting features for email sends

NEW QUESTION # 76

Which two data structures could be configured to appear in the out-of-the-box Subscription center? Choose 2 answers

- A. Lists
- B. Groups

- C. Publication Lists
- D. Data Extensions

Answer: A,C

Explanation:

Explanation

The out-of-the-box Subscription center can display Publication Lists and Lists as options for subscribers to opt in or out of. Data Extensions and Groups are not supported by the default Subscription center.

NEW QUESTION # 77

A Marketing Cloud admin notices out of the last several sends, Send log data for a recent How could the admin ensure send data is recorded?

- A. Send Logging is available for A/B tests
- B. Send logging is enabled for the send
- C. Correct Send Log template is selected
- D. Data retention settings is specified

Answer: B

Explanation:

Explanation

To record send log data, the send logging feature must be enabled for the send. This can be done by selecting the send log data extension in the Delivery Options tab of the email send wizard.

NEW QUESTION # 78

Which two statements are correct about Send Logging?

Choose 2 answers

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

Answer: B,C

Explanation:

Regarding Send Logging in Marketing Cloud:

* B. AMPscript can be used to pull data from Send Logs for use within emails: AMPscript can retrieve and display data stored in Send Logs during email sends, allowing for dynamic content based on previous interactions.

* C. SQL Query Activities can reference Send Logs in combination with system data views: SQL Query Activities enable more complex data retrieval and analysis, including combining Send Log data with other system data views for comprehensive reporting and segmentation.

These points underscore the functionality and utility of Send Logs in enabling dynamic content and deeper data analysis within Marketing Cloud.

NEW QUESTION # 79

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