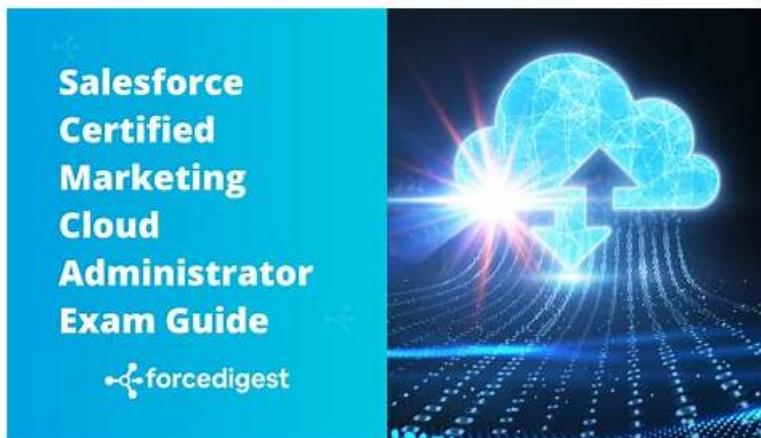# Marketing-Cloud-Administrator Quiz Torrent: Salesforce Certified Marketing Cloud Administrator Exam - Marketing-Cloud-Administrator Exam Guide & Marketing-Cloud-Administrator Test Bootcamp

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To prepare for the Salesforce Marketing Cloud Administrator certification exam, candidates must have a strong understanding of marketing automation principles, as well as experience using Salesforce Marketing Cloud. They can also take advantage of various resources provided by Salesforce, such as online courses, study guides, practice exams, and community forums.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q38-Q43):

NEW QUESTION # 38
A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically the manager wants to know how many emails were sent in the last week.
What location and activity would allow the Marketing Cloud admin to complete the request?

- A. Automation Studio: Create a Report Activity to run every seven days.
- B. Automationstudio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- C. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
- D. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.

Answer: C

NEW QUESTION # 39

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user.
Which two standard roles should be selected for the new user?
Choose 2 answers

- A. Marketing Cloud Administrator
- B. Data Manager
- C. Marketing Cloud Security Administrator
- D. Administrator

Answer: A,D

Explanation:
Administrator and Marketing Cloud Administrator are two standard roles that should be selected for the new user. Administrator is a standard role that grants full access to all features and functions in Marketing Cloud, such as creating and managing users, roles, permissions, business units, and security settings. Marketing Cloud Administrator is a standard role that grants access to all features and functions in Marketing Cloud except for user management. By selecting both roles, the new user will have full administrator permissions in Marketing Cloud

NEW QUESTION # 40

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud.
Which policies could the Marketing Cloud admin configure in Setup7

- A. Maximum Password Length, PasswordComplexity, Unique Password, Expiration Period
- B. Minimum Password Length, Password Complexity, Password History, Expiration Period
- C. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
- D. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions

Answer: B

Explanation:
Configure the business unit data retention setting to 12 months is the policy that the Marketing Cloud admin could configure in Setup. Business unit data retention setting is a setting that allows marketers to specify how long records in data extensions should be retained at the business unit level. By configuring the business unit data retention setting to 12 months, any inactive data that is older than 12 months will be automatically deleted from the data extensions in that business unit2

NEW QUESTION # 41

NTO has been noting reduced deliverability when they do large sends.
Which part of deliverability is tied to hitting Spam Traps during a send?

- A. Content
- B. Engagement
- C. List Hygiene
- D. Authentication

Answer: D

NEW QUESTION # 42

A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email #1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date. Email #3 will be sent on the member's renewal date. A master audience is updated in real time via the API. Which steps should be included in the customer's automation?

- A. Three Send Activities to the master data extension.
- B. Three Filter Activities > three Send Activities to the filtered audiences.
- C. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- D. Import File Activity > three Send Activities to the master data extension.

Answer: B

Explanation:
For a Membership Renewal drip campaign with a master audience updated in real-time:
* Filter Activities: Use Filter Activities to segment the master data extension based on the renewal date criteria-one month prior, one week prior, and on the renewal date.
* Send Activities: Follow each Filter Activity with a Send Activity targeting the specifically filtered audiences, ensuring that each email is sent at the correct time relative to the member's renewal date.

NEW QUESTION # 43

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Where there is life, there is hope. Never abandon yourself. You still have many opportunities to counterattack. If you are lack of knowledge and skills, our Marketing-Cloud-Administrator guide questions are willing to offer you some help. Actually, we are glad that our Marketing-Cloud-Administrator Study Materials are able to become you top choice. Just look at the warm feedbacks from our Marketing-Cloud-Administrator learning braindumps, we are very popular in the whole market. And our Marketing-Cloud-Administrator exam guide won't let you down.

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