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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q94-Q99):

NEW QUESTION # 94

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

- A. Data Extensions
- B. Groups
- C. Publication Lists
- D. Lists

Answer: A

NEW QUESTION # 95

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers. They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP). Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up can be bypassed, given their historical lack of deliverability issues.
- B. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- C. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- D. IP ramp -up is important to establish a positive sender reputation.

Answer: C,D

NEW QUESTION # 96

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. Field level Encryption
- C. Transparent Data 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.

Reference: Salesforce Marketing Cloud Tokenized Sending Documentation

NEW QUESTION # 97

Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and they need to monitor their deliverability across major ISPs.

Which bounce type would be indicative of the ISPs view of NTO's sending reputation?

- A. Hard
- B. Soft
- C. Block
- D. Technical

Answer: C

Explanation:

Explanation

A block bounce is a type of bounce that occurs when an ISP rejects an email because of the sender's reputation or content. This indicates that the ISP views the sender as a potential spammer or has received complaints from other recipients.

NEW QUESTION # 98

A user asks a Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content Creator, Data Manager, and Marketing Cloud Viewer.

What should the admin do to resolve the issue so the user can send an email?

- A. Edit permissions and Grant permissions to Send
- B. Remove the Marketing Cloud Viewer Role
- C. Add the Role Marketing Cloud Channel Manager
- D. Edit permissions and deselect Deny for Email Sending!

Answer: A

NEW QUESTION # 99

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