

# Exam Marketing-Cloud-Administrator Syllabus - Valid Test Marketing-Cloud-Administrator Vce Free



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Salesforce Marketing-Cloud-Administrator (Salesforce Certified Marketing Cloud Administrator) Exam is a certification exam designed for marketing professionals who work with Salesforce Marketing Cloud. Salesforce Marketing Cloud is a powerful marketing automation tool that helps businesses manage their marketing efforts across multiple channels, including email, social media, and mobile. Marketing-Cloud-Administrator Exam Tests a candidate's knowledge and skills in areas such as email marketing, campaign management, data management, and automation.

Salesforce Marketing-Cloud-Administrator Certification Exam is a valuable certification for professionals in the digital marketing field. It demonstrates your expertise in the Salesforce Marketing Cloud platform and enhances your marketability. If you are looking

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### Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q86-Q91):

#### NEW QUESTION # 86

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Ensure all available data is included.
- B. Identify and assign appropriate keys to tie records together.
- C. Normalize data and fields to prevent redundancy.
- D. Ensure every data source has a sendable field.
- E. Remove nonessential data for marketing purposes.

**Answer: B,C,E**

Explanation:

As the Marketing Cloud admin plans to expand the data model to include SMS and Push channels, it's important to prepare the data model for high data quality:

- \* A. Remove nonessential data for marketing purposes: This helps streamline data management and ensures the data model is not cluttered with irrelevant information, making it easier to manage and use.
- \* B. Identify and assign appropriate keys to tie records together: Proper key management ensures that different data sources can be linked effectively, facilitating a unified view across different marketing channels.
- \* C. Normalize data and fields to prevent redundancy: Normalization reduces data redundancy and inconsistency, which is essential for maintaining data integrity and efficiency in a multi-channel environment.

#### NEW QUESTION # 87

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

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

**Answer: B,C**

#### NEW QUESTION # 88

A Marketing Cloud admin is setting up Northern Trail Outfitter's newest business units and several users to assign to the new business units.

How would the admin assign users to the business units?

- A. Search for the individual user, select their name and click Edit Business Units.

- B. Give permissions to users at top-level account to assign their own business units.
- C. Re-import the users to update their assigned business units
- D. Search for the individual user, select their name, and click Manage Business Units.

**Answer: D**

Explanation:

Explanation

To assign users to the business units, the admin should search for the individual user, select their name, and click Manage Business Units. This will allow the admin to select which business units the user can access and what role they have in each business unit. The Edit Business Units option is not available for users

#### NEW QUESTION # 89

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

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

**Answer: B**

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 # 90

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.

Which activity would allow them to build the journey with the fewest activities possible?

- A. Einstein STO
- B. Engagement Split
- C. Join
- D. Wait Until Date

**Answer: A**

Explanation:

Explanation

The Einstein STO activity allows the journey to send five different versions of an initial welcome email to new subscribers at the optimal time for each subscriber. This activity requires only one email and one activity, whereas the Join activity would require five emails and five activities.

#### NEW QUESTION # 91

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