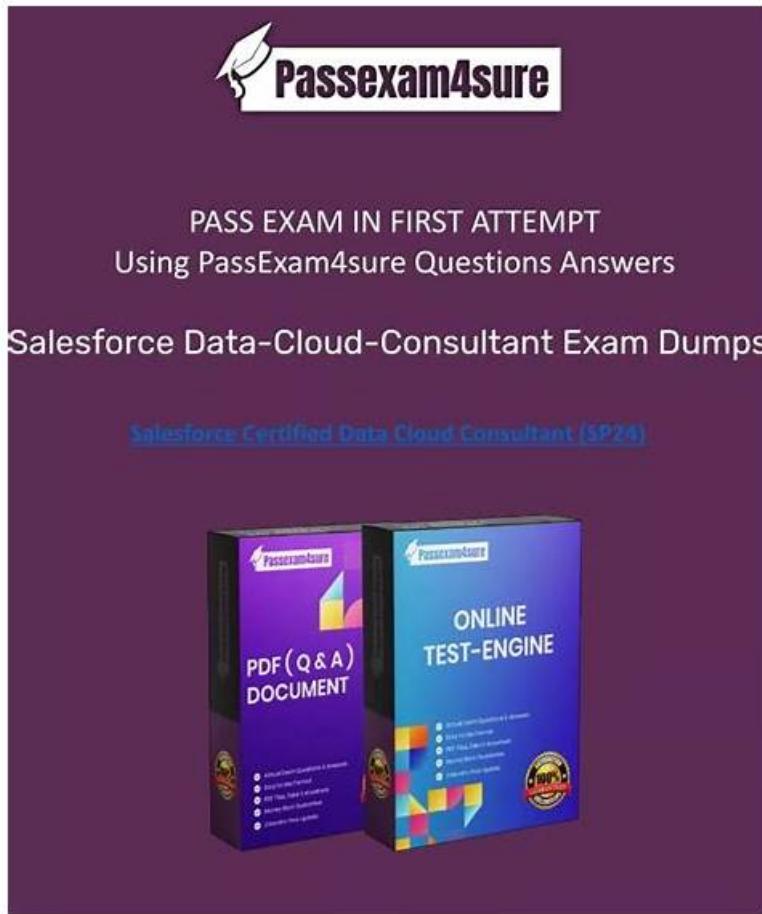


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## **Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q79-Q84):**

### **NEW QUESTION # 79**

An email manager was anticipating a test email to arrive in their inbox.

Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Tracking > Test Send Emails
- B. My Tracking > A/B Testing
- C. My Reports > Administrator Reports > Email Sends By User
- D. My Reports > Administrator Reports > Email Send Report

**Answer: A**

Explanation:

To verify if a test email has been sent from Email Studio, the admin should:

- \* Navigate to Email Studio.
- \* Go to the My Tracking tab.
- \* Select Test Send Emails. This section provides a detailed log of all test emails sent, including their status and timestamp, allowing the admin to confirm whether the test email was deployed successfully.

### **NEW QUESTION # 80**

Northern Trail Outfitters has the Discover Reporting Tool.

Which two report types could help them drive mobile adoption strategy?

Choose 2 answers

- A. Deliverability Complaint Rate
- B. Email Sending Performance Report
- C. Time Between Send and Engagement
- D. Email Performance by Device

**Answer: C,D**

Explanation:

The Time Between Send and Engagement report shows how long it takes for subscribers to open or click an email after it is sent, which can help optimize the send time for mobile users. The Email Performance by Device report shows how subscribers interact with emails on different devices, such as desktops, tablets, or phones, which can help design responsive emails for mobile users.

### **NEW QUESTION # 81**

Northern Trail Outfitters has Marketing Cloud users who need data extension View and Update permissions for campaigns related to B3C sales, but not any permissions for campaigns related to B2B sales.

How should they accomplish this?

- A. Create a new business unit
- B. Create a shared data extension
- C. Create separate folders and add permissions
- D. Update data extension object level permissions

**Answer: B**

### **NEW QUESTION # 82**

A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order\_Details, and 'Products.

The data extensions contain the following information:

- Orders: OrderId, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal

- Order\_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount

- Products: ProductId, SKU, Name, Description, Cost, Price

Which two actions should be taken in Data Designer?

Choose 2 answers

- A. Create a one-to-one relationship between Order\_Details and Products.
- B. Create a one-to-one relationship between Orders and Order\_Details.
- C. Create a one-to-one relationship between the contact record and Order Details.
- D. Create a one -to -many relationship between Orders and Order\_Details.

**Answer: A,D**

Explanation:

Explanation

Creating a one-to-many relationship between Orders and Order\_Details is the correct action, as each order can have multiple order details, but each order detail belongs to only one order. Creating a one-to-one relationship between Order\_Details and Products is the correct action, as each order detail corresponds to only one product, and each product can be in only one order detail. Creating a one-to-one relationship between the contact record and Order Details is not correct, as each contact can have multiple order details, and each order detail can belong to different contacts. Creating a one-to-one relationship between Orders and Order\_Details is not correct, as each order can have multiple order details.

### NEW QUESTION # 83

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters.

How could the Marketing Cloud admin address this issue?

- A. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter
- B. Import employee email addresses into All Subscribers with an "Active" status
- C. Ensure employees have opted in to the test email list or data extension
- D. Ask employees to use personal email addresses instead of corporate email addresses

**Answer: A**

Explanation:

To address the issue of Northern Trail Outfitters' employees not receiving emails due to spam filters, the Marketing Cloud admin should provide the IT team with a list of relevant IP addresses to whitelist in their spam filters. This action will help ensure that emails sent from Marketing Cloud do not get blocked by the company's email security systems, thereby improving deliverability and ensuring that internal communications reach their intended recipients.

Reference: Salesforce Help - IP Address Whitelisting

### NEW QUESTION # 84

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