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# Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q35-Q40):

### **NEW QUESTION #35**

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account. Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. Single Sign on Authentication
- B. Field Level Encryption
- C. IP Whitelisting
- D. Advanced Audit Trail

#### Answer: C

#### Explanation:

To enhance security against unauthorized API access, Northern Trail Outfitters should:

- \* Enable IP Whitelisting: This security feature restricts API access to Marketing Cloud from only those IP addresses that are preapproved. This method significantly reduces the risk of malicious access from unrecognized sources.
- \* Configuration: Administrators can configure IP Whitelisting in the Setup area under Security Settings, specifying which IP ranges are allowed to initiate API calls to the account.

#### **NEW OUESTION #36**

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

#### Answer: C

#### Explanation:

Explanation

To view the test emails that have been sent from Email Studio, the Marketing Cloud admin can go to My Tracking > Test Send Emails 3. This page shows the details of each test email, such as the subject line, sender name, recipient email, and status 3. The other options are not relevant for viewing test emails.

#### **NEW OUESTION #37**

Northern Trail Outfitters (NTO) wants a business analyst to import contact lists. The analyst has the followCloud Channel Manager and Marketing Cloud Viewer. The Analyst logged in but is unable to import contacts.

How should NTO update the user to allow the analyst the appropriate access?

- A. Remove Marketing Cloud Viewer
- B. Add Marketing Cloud Security Administrator
- C. Remove Marketing Cloud Channel Manager
- D. Add Distributed Sending User

#### Answer: A

## **NEW QUESTION #38**

Northern Trail Outfitters wants to set up their Send Log data extension Which three considerations should be made for long term success?

Choose 3 answers

- A. Set the period to a fixed date in the Data Retention Policy
- B. Log attribute data necessary for auditing communications
- C. Apply an appropriately-scoped Data Retention period
- D. Add custom fields not included in the Send Log Template
- E. Log all variable data captured in emails at send time

#### Answer: B,C,D

### Explanation:

For long-term success with Send Log data extension:

- \* Data Retention: Implement a scoped retention policy to manage the size of the send log by periodically purging older entries. This prevents database overloads and maintains performance.
- \* Custom Fields: Enhance the send log by adding custom fields not included in the default template. This customization allows for capturing specific data points relevant to NTO's needs.
- \* Log Auditing Data: Ensure that all necessary attribute data for auditing communication effectiveness and compliance is logged. This includes variables like send context, subscriber responses, and engagement metrics.

#### **NEW OUESTION #39**

A Marketing Cloud Administrator noticed a File Drop Automation has been falling on the Import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer import \_. The import is configured to look for a file named Customer import %%Year%%% Month%%%Day%.csv, however, the admin notices the filenames Include seconds and milliseconds what should the admin do to fix the issue?

- A. Use the exact file name used for the trigger in the Import File Activity
- B. Make sure the files placed on the correct subfolder within the SFTP
- C. Make sure the team has a date stamp to avoid duplication
- D. use %%FILENAME FROM TRIGGER%% in the Import File Activity

Answer: D

### **NEW QUESTION #40**

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