

Marketing-Cloud-Administrator Certification Test Questions - Frenquent Marketing-Cloud-Administrator Update



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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q58-Q63):

NEW QUESTION # 58

A Marketing Cloud Administrator noticed a File Drop Automation has been failing 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 %%FILENAME_FROM_TRIGGER%% in the Import File Activity**
- B. Make sure the files are placed in the correct subfolder within the SFTP
- C. Make sure the team has a date stamp to avoid duplication
- D. Use the exact file name used for the trigger in the Import File Activity

Answer: A

Explanation:

Explanation

Using %%FILENAME_FROM_TRIGGER%% in the Import File Activity allows the automation to import any file that matches the filename pattern, regardless of the date and time stamp. This is the recommended solution for File Drop Automations

NEW QUESTION # 59

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- * Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
- * Contact records will be augmented by relational data tables via Contact Builder.
- * The customer data file will contain 5M records with 40+ attributes.
- * One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- * A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- **A. Data extensions are necessary for Contact Builder**
- B. Data extensions can store HTML code as an attribute.
- C. Data extensions allow for add/update Import activity.
- D. Data extensions support Customer ID to be used as Subscriber Key.

Answer: A

NEW QUESTION # 60

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication.

What would be achieved with SAP?

- A. A different click domain can be used for each brand
- B. The out-of-the-box profile center will display NTO branding
- **C. Image URLs are wrapped with the appropriate brand URL**
- D. A Dedicated IP is automatically warmed up

Answer: C

Explanation:

The Sender Authentication Package (SAP) allows the image URLs to be wrapped with the appropriate brand URL, which enhances the branding and deliverability of the emails. The SAP does not affect the profile center branding, the click domain, or the IP warming.

NEW QUESTION # 61

A Consultant has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed. Which import type should be used?

- A. Add/Update
- B. Add Only
- C. Update Only
- D. Overwrite

Answer: A

NEW QUESTION # 62

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. Automation studio: 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. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.
- D. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.

Answer: D

NEW QUESTION # 63

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