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Marketing Cloud Administrator Exam Introduction

The Salesforce Marketing Cloud administrator exam measures a candidate's knowledge and skills against the following goals. A candidate must have practical experience in the administration of Marketing Cloud and associated tools and demonstrate knowledge and experience in the digital marketing competition, subscriber data management, configuration, channel management and maintenance.

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Passing the Salesforce Marketing-Cloud-Administrator Exam requires thorough preparation and a deep understanding of the platform's functionality. Candidates can benefit from taking official Salesforce training courses, studying the exam guide, and practicing with sample questions. Salesforce Certified Marketing Cloud Administrator Exam certification can open doors to new career opportunities and demonstrate a commitment to staying up-to-date with the latest marketing technology trends.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q132-Q137):

NEW OUESTION # 132

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable string to links in all emails. What functionality would allow this?

- A. Use Web and Mobile Analytics.
- B. Link a Google Analytics Account.
- C. Configure Parameter Manager.

Answer: C

NEW QUESTION # 133

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

- A. An auto-generated text version will be sent with your HTML email.
- B. The email will avoid detection by various SPAM filters.
- C. A custom text version will be sentwith your HTML email.
- D. Open and click activity are tracked in either version.

Answer: A,D

NEW QUESTION #134

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.

Which two settings should be selected before the admin can configure the Holdback percentage?

Choose 2 answers

- A. Data Extension entry source
- B. Winner evaluation
- C. Run Once schedule type
- D. Journey re-entry settings

Answer: B,C

NEW QUESTION #135

A Marketing Cloud Admin has 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.

How should the admin fix the issue?

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

Answer: D

Explanation:

When using a filename pattern for a File Drop Automation trigger, the import File Activity should use %% FILENAME_FROM_TRIGGER%% as the file name. This ensures that the import activity will use the same file name as the trigger, regardless of the date stamp or other variations

NEW OUESTION # 136

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommended to ensure content is displayed properly within the email.

- A. AMP script conditional against the Gender field
- B. Dynamic Content Wizard
- C. AMP script lookup Rows functions
- D. A/B Test content type

Answer: B

Explanation:

For displaying content based on gender within an email:

- * Dynamic Content Wizard in Email Studio: This tool allows the creation of content blocks that change based on subscriber attributes directly within the email. It is user-friendly and does not require advanced technical skills.
- * Implementation: By using the Gender field in the sendable data extension, the Dynamic Content Wizard can automatically display different content such as men's or women's shoes based on the subscriber's gender, ensuring that the email content is appropriate and targeted.

NEW QUESTION #137

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