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Salesforce Marketing-Cloud-Administrator Exam is a certification exam that tests a candidate's knowledge and skills in using Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Administrator Exam certification is highly valued by employers and is recognized worldwide. It is an essential asset for marketing professionals looking to advance their careers or for those seeking new job opportunities in the marketing industry.

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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q107-Q112):

NEW QUESTION # 107

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

- A. Use a web-safe font for text that closely matches the brand's custom font.
- B. Build an email using multiple images, with all text saved in the brand font.
- C. Build an email as one image, with all text saved in the brand font.
- D. Edit an email's HTML to list the custom brand font in the style tag's font-family property.

Answer: A

Explanation:

When incorporating custom brand fonts into emails for Northern Trail Outfitters:

* Web-safe Fonts: It's recommended to use web-safe fonts in emails to ensure consistent rendering across different email clients.

Custom fonts are often not supported by many email clients, which can lead to inconsistent branding and user experience.

* Font Selection: Choose a web-safe font that closely resembles the custom brand font to maintain the brand's visual identity while ensuring the email content is accessible and readable across all platforms.

NEW QUESTION # 108

Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com).

Which steps should be taken to implement this?

Choose 2 answers

- A. Enable IP Whitelisting
- B. Add a Domain to the Export Email Whitelist
- C. Edit the entity Verification Settings
- D. Enforce Export Email Whitelist

Answer: B,D

Explanation:

Explanation

Adding a domain to the export email whitelist and enforcing export email whitelist are the steps that should be taken to implement this. This will restrict the email addresses that can receive tracking data via email to only those that match the specified domain

NEW QUESTION # 109

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

- A. Update the Import definition to include a notification email address
- B. Move the Import definition to its own automation and include a notification email address
- C. Move the File Transfer to its own automation and include a notification email address
- D. Update the automation to include a notification email address for Runtime Errors

Answer: A

Explanation:

To confirm the theory that the CSV file has an invalid format causing the automation to fail, the Marketing Cloud admin should C. Update the Import definition to include a notification email address. This setting allows the admin to receive notifications and a file of bad data rows when the import process encounters issues, such as invalid data formats, helping to quickly identify and resolve the format errors.

Reference: Salesforce Help - Import Activity

NEW QUESTION # 110

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit.

What could explain this behavior?

- A. The user gets Added to a blocklist that causes an Enterprise level unsubscribe
- B. Data in data extensions corresponding to the customer
- C. The user Is getting deleted from the AN Subscribers list
- D. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

Answer: D

Explanation:

The behavior where customers unsubscribe via the Marketing Cloud default Profile Center and do not receive emails from any other

business unit is explained by:

* D. Business unit unsubscribe setting causes an Enterprise level unsubscribe. This setting means that when a subscriber opts out using the default Profile Center, they are unsubscribed at the enterprise level, impacting all business units within the organization.

NEW QUESTION # 111

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Regional or Local Administrator
- B. Marketing Cloud Channel Manager
- C. Marketing Cloud Email Marketing Manager
- D. Marketing Cloud Administrator

Answer: A,D

Explanation:

To manage the operations of all North American Business Units in Marketing Cloud, including Email Studio, Mobile Connect, and Social Studio, the two roles suitable for the new hire are:

C). Marketing Cloud Regional or Local Administrator: This role provides administrative capabilities specific to regional operations, suitable for managing multiple business units within a geographic area.

D). Marketing Cloud Administrator: This standard role provides full administrative rights across the entire Marketing Cloud environment, ideal for overseeing operations across various channels and business units.

These roles ensure the new hire has the necessary permissions to effectively manage and oversee the various platforms and business units within North America.

Reference: Salesforce Help - User Roles

NEW QUESTION # 112

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