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To become a Salesforce Certified Marketing Cloud Administrator, candidates must pass a 60-question multiple-choice exam within a time limit of 90 minutes. Marketing-Cloud-Administrator Exam covers a range of topics, including data management, email marketing, social media marketing, mobile marketing, and reporting and analytics. Candidates must also have a good understanding of Salesforce Marketing Cloud features and functionality, as well as experience in implementing and managing campaigns using the platform.

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To prepare for the Marketing-Cloud-Administrator certification exam, candidates can take the official Salesforce training courses or study the documentation and resources available on the Salesforce website. Candidates can also join online communities and forums to connect with other professionals who have already passed the exam and gain insights on their experience and tips on how to prepare for the exam. Passing the Marketing-Cloud-Administrator Certification Exam demonstrates that the candidate has a deep understanding of the Salesforce Marketing Cloud platform and can effectively manage and administer marketing campaigns across various channels.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q97-Q102):

NEW QUESTION # 97

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses Where could the details be found?

- A. Query the Bounce Data View
- B. Query the Send Log
- C. Run an Account Send Summary Report

- D. Run a Bounce Email Report

Answer: A

Explanation:

To create a suppression list for hard-bounced email addresses, the most direct approach is to query the Bounce Data View in SQL. This Data View contains all bounce-related information, allowing admins to specifically filter for hard bounces by the bounce category. Using a query activity, the admin can extract all hard bounce records and create a dynamic or static suppression list based on these results. This method is efficient and ensures that only relevant data is included in the suppression list.

Reference: Salesforce Help - Querying Data Views for Bounce Information

NEW QUESTION # 98

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts. Which two considerations would help NTO determine if a Dedicated IP is the right choice?

Choose 2 answers

- A. Length of time needed to pause sending is greater than one month
- B. Pre-warmed IP address can be purchased from Salesforce
- C. Send volume is large enough to maintain a positive or neutral reputation
- D. All of NTO's accounts should be on the same stack

Answer: C,D

Explanation:

Explanation

To determine if a Dedicated IP is the right choice for NTO, the admin should consider the following:

* All of NTO's accounts should be on the same stack¹. A stack is a group of servers that host Marketing Cloud accounts. A

Dedicated IP can only be shared across accounts that are on the same stack¹.

* Send volume is large enough to maintain a positive or neutral reputation². A Dedicated IP requires a consistent and high volume of email sends to establish and maintain a good sender reputation with

* ISPs². If the send volume is too low or irregular, the reputation of the IP may suffer and affect the deliverability of NTO's emails².

The other options are incorrect because:

* Length of time needed to pause sending is greater than one month. This is not a consideration for choosing a Dedicated IP, but rather a consequence of having one. If NTO pauses sending for more than a month, their Dedicated IP may lose its reputation and need to be re-warmed before resuming sending².

* Pre-warmed IP address can be purchased from Salesforce. This is not a consideration for choosing a Dedicated IP, but rather an option for acquiring one. A pre-warmed IP address is one that has already been used by another sender and has an established reputation. NTO can purchase a pre-warmed IP address from Salesforce if they want to avoid the warming process for a new IP address

NEW QUESTION # 99

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.

Which feature should they use?

- A. Master-detail relationship to Contacts
- B. Tokenized Sending
- C. Lookup reference to Contact Object
- D. Field Level Encryption

Answer: B

Explanation:

Explanation

To avoid storing email addresses or phone numbers within Marketing Cloud, NTO should use Tokenized Sending². Tokenized Sending is a feature that allows NTO to send emails or SMS messages using encrypted tokens instead of actual email addresses or phone numbers. The tokens are generated by an external system and stored in a secure database outside of Marketing Cloud. When NTO sends an email or SMS message, Marketing Cloud sends the token to the external system, which decrypts it and returns the actual email address or phone number. This way, NTO can avoid storing sensitive information in Marketing Cloud. The other

options are incorrect because:

* Field Level Encryption. This is a feature that encrypts specific fields in data extensions using encryption keys managed by NTO. However, this feature does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only encrypts them within data extensions.

* Lookup reference to Contact Object. This is a method that allows NTO to use a lookup field in a data extension to reference a contact attribute from the Contact Object in Contact Builder. However, this method does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only reduces the duplication of data across data extensions.

* Master-detail relationship to Contacts. This is a type of relationship that allows NTO to link a data extension to the Contacts data model in Contact Builder. However, this type of relationship does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only enables them to use contact attributes for personalization and segmentation.

NEW QUESTION # 100

Which two statements are correct about Send Logging?

Choose 2 answers

- A. SQL Query Activities can reference Send Logs in combination with system data views.
- B. A business unit can support up to three Send Logs.
- C. Send Log data extensions are archived automatically based on retention settings.
- D. AMP script can be used to pull data from Send Logs for use within emails.

Answer: A,B

Explanation:

Explanation

SQL Query Activities can reference Send Logs in combination with system data views and a business unit can support up to three Send Logs. These statements are correct about Send Logging, which is a feature that allows marketers to capture additional information about email sends that are not available in standard reports or data view

NEW QUESTION # 101

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. A Dedicated IP is automatically warmed up
- D. Image URLs are wrapped with the appropriate brand URL

Answer: D

NEW QUESTION # 102

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