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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q18-Q23):

NEW QUESTION # 18

Which activity should be used for multivariate content testing within Journey Builder?

- A. Content Split
- B. Engagement Split
- C. Decision Split
- D. Random Split

Answer: A

Explanation:

The Content Split activity should be used for multivariate content testing within Journey Builder. This activity allows the journey to send different versions of email content to different audience segments and measure their performance based on open or click rates. The other activities are not suitable for multivariate content testing.

NEW QUESTION # 19

Northern Trail Outfitters (NTO) only has enough licenses for their staff. A campaign manager is out on parental leave. How should NTO create a new user to fill in?

- A. Transfer the campaign manager's permissions to a new user
- B. Disable the campaign manager's user and create a new user
- C. Delete the campaign manager's user and create a new user
- D. Deactivate the campaign manager's license and assign it to the new user

Answer: D

Explanation:

To efficiently manage limited licenses and ensure continuity in campaign management while the campaign manager is on parental leave:

Deactivate the Existing User: Temporarily deactivate the campaign manager's user account. This action frees up a license without deleting the user's historical data or settings.

Reassign the License: Assign the freed-up license to a new user who will temporarily fill the campaign manager's role. This approach maintains operational efficiency and compliance with license limitations.

Reference: Salesforce Marketing Cloud User Management Documentation

NEW QUESTION # 20

Where would a Marketing Cloud admin view all verified email addresses?

- A. Sender Profiles
- B. Identity Verification Log
- C. Reply Mail Management
- D. From Address Management

Answer: D

Explanation:

To view all verified email addresses in Marketing Cloud:

* Navigate to From Address Management: This section within Email Studio allows administrators to manage and view all sender addresses that have been verified and are approved for use in sending emails.

* Verification and Management: This area specifically holds records of each email address that has been set up and verified, including the status of each, ensuring they are authorized to send emails from the platform.

NEW QUESTION # 21

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content. Which activity would allow them to build the journey with the fewest activities possible?

- A. Wait Until Date
- B. Engagement Split
- C. Join
- **D. Einstein STO**

Answer: D

Explanation:

Explanation

The Einstein STO activity allows the journey to send five different versions of an initial welcome email to new subscribers at the optimal time for each subscriber. This activity requires only one email and one activity, whereas the Join activity would require five emails and five activities.

NEW QUESTION # 22

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

Answer: C

Explanation:

Explanation

To assist in reducing threats from malicious API attacks, NTO should enable IP Whitelisting³. IP Whitelisting is a security feature that allows NTO to specify a list of trusted IP addresses that can access Marketing Cloud via API. Any API requests from IP addresses that are not on the whitelist will be rejected. This way, NTO can prevent unauthorized or malicious API access to their Marketing Cloud account. The other options are incorrect because:

* Field Level Encryption. This is a security feature that encrypts specific fields in data extensions using

* encryption keys managed by NTO. However, this feature does not prevent malicious API attacks; it only protects data at rest in Marketing Cloud from unauthorized access.

* Advanced Audit Trail. This is a security feature that tracks and logs user activity and changes within Marketing Cloud. However, this feature does not prevent malicious API attacks; it only provides visibility and accountability for user actions in Marketing Cloud.

* Single Sign on Authentication. This is a security feature that allows users to log in to Marketing Cloud using their credentials from an external identity provider. However, this feature does not prevent malicious API attacks; it only simplifies and standardizes user authentication for Marketing Cloud.

NEW QUESTION # 23

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