

Quiz 2025 Salesforce Marketing-Cloud-Administrator– High Hit-Rate Study Guide



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According to the statistic about candidates, we find that some of them take part in the Marketing-Cloud-Administrator exam for the first time. Considering the inexperience of most candidates, we provide some free trail for our customers to have a basic knowledge of the Marketing-Cloud-Administrator exam guide and get the hang of how to achieve the Marketing-Cloud-Administrator exam certification in their first attempt. We also welcome the suggestions from our customers, as long as our clients propose rationally. We will adopt and consider it into the renovation of the Marketing-Cloud-Administrator Exam Guide. Anyway, after your payment, you can enjoy the one-year free update service with our guarantee.

Salesforce Marketing Cloud is a powerful platform that allows businesses to automate and optimize their marketing campaigns across multiple channels. As the use of the Salesforce Marketing Cloud becomes more widespread, the demand for skilled professionals who can manage and administer the platform has increased. The Salesforce Marketing Cloud Administrator certification is designed to recognize the expertise and skills of professionals who are responsible for managing and administering the Salesforce Marketing Cloud.

>> **Marketing-Cloud-Administrator Study Guide** <<

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To earn the Salesforce Marketing-Cloud-Administrator Certification, candidates must pass a 60-question multiple-choice exam that covers a wide range of topics related to the Salesforce Marketing Cloud platform. These topics include email marketing, mobile messaging, social media advertising, data management, and analytics. Candidates are given 90 minutes to complete the exam, and must score at least 65% to pass.

Achieving the Salesforce Marketing-Cloud-Administrator certification demonstrates a professional's ability to manage and optimize marketing campaigns using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Administrator Exam certification is recognized as a valuable credential in the marketing automation industry and can help professionals advance their careers and earn higher salaries. Additionally, becoming certified can help individuals stay up-to-date with the latest trends and best practices in marketing automation, which can help them deliver better results for their organizations.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q126-Q131):

NEW QUESTION # 126

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

- A. Web and Mobile Analytics
- B. Advertising Studio
- C. Personalization Builder
- **D. Parameter Manager**

Answer: D

Explanation:

To append UTM tracking parameters to links in emails:

Use Parameter Manager: This functionality within Marketing Cloud allows for the addition of UTM parameters to links across emails systematically. It provides a centralized control over tracking parameters, making it easy to manage and apply consistent tracking across various campaigns.

Configuration: Set up the UTM parameters in the Parameter Manager and these will be automatically appended to all links in the emails sent.

Reference: Salesforce Marketing Cloud Parameter Manager

NEW QUESTION # 127

Northern Trail Outfitters has the Discover Reporting Tool.

Which two report types could help them drive mobile adoption strategy?

Choose 2 answers

- **A. Email Performance by Device**
- **B. Time Between Send and Engagement**
- C. Deliverability Complaint Rate
- D. Email Sending Performance Report

Answer: A,B

Explanation:

Explanation

The Time Between Send and Engagement report shows how long it takes for subscribers to open or click an email after it is sent, which can help optimize the send time for mobile users. The Email Performance by Device report shows how subscribers interact with emails on different devices, such as desktops, tablets, or phones, which can help design responsive emails for mobile users.

NEW QUESTION # 128

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.

Which network(s) support lookalike audiences directly from Advertising Studio?

- A. Facebook and Twitter
- B. Twitter
- **C. Facebook**
- D. Google and Facebook

Answer: C

Explanation:

Advertising Studio supports lookalike audiences directly from Facebook only. For other networks, such as Google and Twitter, Advertising Studio can create audience segments based on Marketing Cloud data and export them to the network's platform, where the lookalike audience can be created manually.

NEW QUESTION # 129

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers.

They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package

(SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- B. IP ramp -up is important to establish a positive sender reputation.
- C. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- D. IP ramp -up can be bypassed, given their historical lack of deliverability issues.

Answer: A,B

NEW QUESTION # 130

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM. However, they only want to sync records they would be able to send to reducing the amount of data being brought over. Which two filtering options could be used when configuring the Contact synced object? Choose 2 answers

- A. Select all records where Has OptedOutofEmail is FALSE
- B. Select all records with an email address
- C. Select all records which are active in All Subscribers
- D. Select all records which have opened an email in the past six months

Answer: A,B

Explanation:

Explanation

Synchronized Data Sources can use two types of filters: attribute filters and relationship filters. Attribute filters are based on the fields of the object being synced, such as email address or opt-out status. Relationship filters are based on the fields of a related object, such as account or campaign. Filtering by email open activity or subscriber status is not possible with Synchronized Data Sources.

NEW QUESTION # 131

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