

Salesforce Marketing-Cloud-Administrator–Best Practices to Pass Marketing-Cloud-Administrator Exam [2025]



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To become a certified Salesforce Marketing Cloud Administrator, candidates must pass the Marketing-Cloud-Administrator Exam, which comprises 60 multiple-choice questions that must be answered within 105 minutes. Marketing-Cloud-Administrator exam covers various topics, such as email marketing best practices, data management, campaign automation, analytics, and customer journey mapping. Successful candidates will receive a certification that is valid for two years, after which they must retake the exam to maintain their certification.

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Great Solution to prepare Marketing Cloud Administrator Certification Exam

The study guide of Dumpexams for the Marketing-Cloud-Administrator is the best solution for exam preparation. It contains knowledge on each subject of the program and is simply the best in all aspects. The information contained in these exam dumps of Marketing-Cloud-Administrator is transmitted using a very simple and interactive form of questions and answers. This study guide is really wondrous and contains everything you need to know. Candidates for the Marketing-Cloud-Administrator should have a thorough knowledge and understanding of all the questions and answers of the Marketing-Cloud-Administrator in our guide. In addition to our comprehensive study guide, we also offer exam dumps of certified Marketing-Cloud-Administrator, if you want a quick and exam-oriented preparation. Any information in this **Marketing-Cloud-Administrator exam dumps** is valuable. Questions and answers from the Marketing-Cloud-Administrator include important topics from the Marketing-Cloud-Administrator Certification Program and provides easy-to-learn information for easy access. To enable you to further tighten the original exam model and face the challenges of the Marketing-Cloud-Administrator, they offer you the best solution. They show you the true nature and style of the questions asked by the Marketing-Cloud-Administrator. Trying these practice exams will give you

confidence. Identifying your weaknesses will guide you to prepare them and improve your chances of success.

The Marketing Cloud Administrator Exam is suitable for marketers, product managers, sales representatives, and system administrators who want to develop their expertise in managing customer data, creating marketing automation workflows, and leveraging Marketing Cloud tools to create exceptional customer experiences. If you are looking to broaden your marketing skills, demonstrate your ability to handle complex marketing challenges in organizations, and validate your knowledge of Marketing Cloud, then the Salesforce Certified Marketing Cloud Administrator Exam is a great avenue to consider.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q77-Q82):

NEW QUESTION # 77

A Contact Delete request has been processed for subscribers who have been sent to previously in a Northern Trail Outfitters account, the action did NOT target all contacts in their account and significant number of contacts which have been sent to remain, Which two data would still exist in the account? Choose 2 answers

- A. Contact data in sendable data extensions
- B. Contact data in non-sendable extensions
- C. Contact-specific data at the job level
- D. General tracking data at the job level

Answer: B,D

NEW QUESTION # 78

Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records.

How should the unique identifier of the data model be setup if the MobilePush and Email channels are used within the same account?

- A. Strategically control the Contact Key values and tie records together across channels using this key.
- B. Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- C. Strategically control the Contact Key values in Email, but let Marketing Cloud automatically tie records as needed from MobilePush.
- D. Use a third-party system to identify and delete duplicate Contact Keys.

Answer: A

NEW QUESTION # 79

A Consultant has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed. Which import type should be used?

- A. Add Only
- B. Overwrite
- C. Add/Update
- D. Update Only

Answer: B

Explanation:

Given that the customer's product catalog changes daily with products being added and removed, the import type that should be used is A. Overwrite. This import type will replace the existing data in the data extension with the new data from the CSV file each morning, ensuring that the data extension always reflects the most current product catalog without any outdated entries.

Reference: Salesforce Help - Import Types

NEW QUESTION # 80

Northern Trail Outfitters (NTO) keeps their subscribers in sync with their external database via the import of a CSV file which is dropped to the of Marketing Cloud SFTP each day. However, NTO has realized the number of subscribers being sent emails is

considerably lower than the number they were expecting based on records in their database.

Which feature would allow NTO to monitor whether all records were added to the target data structure each day?

- A. External Key within the Import File Activity
- B. Run Completion within the File Drop Automation
- C. Runtime Error within the File Drop Automation
- **D. Notation Settings within the Import File Activity**

Answer: D

Explanation:

Explanation

To monitor whether all records were added to the target data structure each day, NTO should use the Notification Settings within the Import File Activity. The Notification Settings allow NTO to specify an email address or a data extension to receive notifications about the status and results of the import. The notifications include information such as the number of records processed, added, updated, skipped, or failed. This way, NTO can track and verify the import process and identify any issues or errors. The other options are incorrect because:

* External Key within the Import File Activity. The External Key is a unique identifier for the Import File Activity that can be used for API calls or SQL queries. However, it does not provide any information about the status and results of the import.

* Run Completion within the File Drop Automation. The Run Completion is a summary of the execution of the File Drop Automation that shows the start time, end time, duration, and status. However, it does not provide any information about the status and results of the import.

* Runtime Error within the File Drop Automation. The Runtime Error is a message that indicates an error occurred during the execution of the File Drop Automation that prevented it from completing successfully. However, it does not provide any information about the status and results of the import.

NEW QUESTION # 81

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute.

How would the admin ensure a notification is received when the query fails?

- A. Configure the "Event Notification Service" in Setup with their Email Address
- B. Install the Marketing Cloud App on phone to receive Push Messages
- C. Add their Email Address in the Query Activity Notifications Field
- **D. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings"**

Answer: D

Explanation:

Explanation

To ensure a notification is received when the query fails, the admin should add their email address in the automation "Runtime Error or Skipped Run Notification Settings". This setting allows the admin to specify an email address or a data extension to receive notifications when an automation encounters a runtime error or a skipped run. A runtime error occurs when an activity within an automation fails to execute, such as a query that has invalid syntax or references a non-existent data extension. A skipped run occurs when an automation is scheduled to run but does not run because the previous run is still in progress. The other options are incorrect because:

* Install the Marketing Cloud App on phone to receive Push Messages. This option will not ensure a notification is received when the query fails, as the Marketing Cloud App does not support push notifications for automation errors or skipped runs. The Marketing Cloud App only supports push notifications for Journey Builder entry events and email sends.

* Add their Email Address in the Query Activity Notifications Field. This option will not ensure a notification is received when the query fails, as the Query Activity Notifications Field only sends notifications when the query completes successfully. The notifications include information such as the number of records processed, added, updated, skipped, or failed.

* Configure the "Event Notification Service" in Setup with their Email Address. This option will not ensure a notification is received when the query fails, as the Event Notification Service is a feature that allows external systems to subscribe to events that occur in Marketing Cloud, such as email sends, opens, clicks, bounces, and unsubscribes. The Event Notification Service does not support events related to automation errors or skipped runs.

NEW QUESTION # 82

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