

Salesforce Marketing-Cloud-Administrator Dump | High Pass-Rate Marketing-Cloud-Administrator Valid Exam Tutorial: Salesforce Certified Marketing Cloud Administrator Exam



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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q110-Q115):

NEW QUESTION # 110

A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically, the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete the request?

- A. Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- **B. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.**
- C. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
- D. Automation Studio: Create a Report Activity to run every seven days.

Answer: B

Explanation:

To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period.

NEW QUESTION # 111

Analyst of The Northern Trail Outfitters(NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

- * Number of Sends
- * Delivery Rate
- * Overall Bounce Rate
- * Block Bounce Rate
- * Open Rate
- * Click Rate
- * Complaint Rate
- * Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A. Campaign Email Tracking Report
- **B. Email Send Report**
- C. Email Performance Over Time Report
- D. Account Send Summary Report

Answer: B

Explanation:

For NTO's requirement to pull detailed email metrics for each campaign across different Business Units, the appropriate report to use is the Email Send Report. This report provides comprehensive details on metrics such as number of sends, delivery rate, various bounce rates, open rate, click rate, complaint rate, and unsubscribe rate for individual email sends, which aligns well with the specified reporting needs for the quarterly meeting.

Reference: Salesforce Help - Email Send Report

NEW QUESTION # 112

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

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

Answer: C

NEW QUESTION # 113

A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

- A. Transparent Data Encryption
- B. Field level Encryption
- C. Key Management
- **D. Tokenized Sending**

Answer: D

NEW QUESTION # 114

A Marketing Cloud admin is configuring the MarketingCloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer In which two ways should the admin configure Data Designer to allow this data to be used within a Journey?

Choose 2 answers

- A. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- B. Link the Customers data extension to the data model using Email Address
- **C. Link the Customers data extension to the data model using Customer ID**
- **D. Link the Orders data extension to the Customers data extension using a One-to-Many relationship**

Answer: C,D

NEW QUESTION # 115

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