

Salesforce Marketing-Cloud-Administrator Exam Questions [2025]



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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q134-Q139):

NEW QUESTION # 134

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommended to ensure content is displayed properly within the email.

- A. Dynamic Content Wizard
- B. AMPscriptlookupRows functions
- C. A/B Test content type
- D. AMPscript conditional against the Gender field

Answer: A

NEW QUESTION # 135

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Subscriber Key
- B. Data Extensions
- C. Contact ID
- D. Member Record

Answer: A

NEW QUESTION # 136

Northern Trail Outfitters uses Parameter Manager to automatically tag links, they want to include a Campaign Identifier to the links within a specific campaign message.

At which level should the utm_campaign value be configured?

- A. Link
- B. Subscriber
- C. Account
- D. Email

Answer: D

Explanation:

For Northern Trail Outfitters to include a Campaign Identifier (utm_campaign) to the links within a specific campaign message using Parameter Manager, the utm_campaign value should be configured at the Email level. This allows the specific campaign identifier to be applied to all links within that particular email campaign, ensuring consistent tracking and reporting across all links included in that email.

NEW QUESTION # 137

NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.

Which three values could be used as personalization strings in query string parameters?

Choose 3 answers

- A. Application ID
- B. Product Code
- C. Subscriber ID
- D. Email Address
- E. Name

Answer: A,B,C

Explanation:

Explanation

Product code, application ID, and subscriber ID are values that can be used as personalization strings in query string parameters without violating PII regulations. Email address and name are considered PII and should not be used in query string parameters.

NEW QUESTION # 138

Northern Trail Outfitters (NTO) uses Sender Authentication Package (SAP) for branding purposes. Their German business unit is configured with the SAP domain de.ntomarketing .com.

The German NTO team is preparing for a campaign and wants to use customized Cloud Pages with the domain de-special.ntomarketing.com.

How could the Marketing Cloud admin meet this requirement?

- A. CloudPages must use the SAP domain
- **B. Purchase a new private Domain for use in CloudPages**
- C. Purchase a new SAP for de-special.ntomarketing.com
- D. CloudPages must use pages.ntomarketing.com

Answer: B

Explanation:

Purchasing a new private domain for use in CloudPages allows the admin to use a customized domain name for CloudPages, such as de-special.ntomarketing.com. This domain can be different from the SAP domain, which is used for email branding and deliverability. The other options are not feasible or correct.

NEW QUESTION # 139

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