

Salesforce Marketing-Cloud-Administrator New Braindumps Free | Easy To Study and Pass Exam at first attempt & Marketing-Cloud-Administrator: Salesforce Certified Marketing Cloud Administrator Exam



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The Marketing-Cloud-Administrator Certification Exam is a comprehensive test that covers various topics related to Salesforce Marketing Cloud. Marketing-Cloud-Administrator exam includes questions on email marketing, mobile messaging, social media management, data management, and reporting. It is designed to validate the candidate's knowledge of the Marketing Cloud platform and their ability to manage and administer it effectively.

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.

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Salesforce Marketing-Cloud-Administrator exam is designed to test an individual's knowledge and skills in administering Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Administrator Exam certification is intended for professionals who are responsible for the management and administration of the Marketing Cloud platform. Marketing-Cloud-Administrator Exam covers a range of topics, including data management, email marketing, mobile messaging, social media management, and reporting and analytics.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q13-Q18):

NEW QUESTION # 13

Northern Trail Outfitters wants to segment audiences based on Sales Cloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Cloud.

- A. Setup > Apps > Salesforce Integration
- B. Contact Builder > Data Extensions > Synchronized Data Extensions
- **C. Contact Builder > Data Sources**
- D. Setup > Data Management > Synchronized Data Extensions

Answer: C

NEW QUESTION # 14

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- A. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1
- B. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- **D. File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2**

Answer: D

Explanation:

Explanation

The correct answer is C because File Drop Automation can be used to trigger an automation when a file is dropped on the SFTP, and Import File Activity and SQL Query Activities can be used to import and separate the data into different data extensions. A is incorrect because Scheduled Automation cannot check if the file is present on time. B is incorrect because Scheduled Automation cannot trigger an alert if the file is not present.

D is incorrect because Filter Activity cannot separate the data into different data extensions.

NEW QUESTION # 15

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

Answer: B

NEW QUESTION # 16

A Marketing Cloud admin wants to ensure no one could access the API with their Marketing Cloud user credentials. Which security setting would control this behavior?

- A. Select 'Enable Audit Trail Data Collection'
- B. Deselect 'Enable Username and Password for Web Services'
- C. Select 'Identity Verification'
- D. Deselect 'Exclude API Users From Password Expiration'

Answer: B

Explanation:

The security setting 'Enable Username and Password for Web Services' allows users to access the API with their Marketing Cloud username and password. If this setting is deselected, users will need to use an API user or an installed package to access the API

NEW QUESTION # 17

Northern Trail Outfitters has noticed an issue with their sends today. Which two links in Setup Home could be used to troubleshoot the issue?! Choose 2 answers

- A. System Status
- B. Help and Training
- C. Failed Sends
- D. Create Support Case

Answer: A,C

Explanation:

Explanation

To troubleshoot the issue with their sends, NTO can use the following links in Setup Home:

- * Failed Sends³. This page shows the details of any sends that failed to complete due to errors or issues with the send definition or data extension³.
- * System Status⁴. This page shows the current status and performance of Marketing Cloud and its features, such as Email Studio, Journey Builder, and Automation Studio⁴. The other options are not relevant for troubleshooting send issues because:
- * Create Support Case⁵. This link allows NTO to create a case with Salesforce Support for any technical issues or questions they have with Marketing Cloud. However, this is not a direct way to troubleshoot their own send issues.
- * Help and Training. This link allows NTO to access various resources and guides for learning and using Marketing Cloud. However, this is not a specific way to troubleshoot their own send issues.

NEW QUESTION # 18

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