

Salesforce Marketing-Cloud-Administrator Top Questions, Regualer Marketing-Cloud-Administrator Update



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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q138-Q143):

NEW QUESTION # 138

A Marketing Cloud admin has been asked to get the last 30 days of Bounce data from their account. What should the admin use to get granular bounce data in bulk in a pre-defined format?

- A. Automation Studio Query Activity
- B. CSV download of bounce data in My Tracking
- C. Automation Studio Tracking Extract
- D. Discover Deliverability Complaint Rate Report

Answer: C

Explanation:

To get the last 30 days of Bounce data in bulk and in a pre-defined format, a Marketing Cloud admin should use B. Automation Studio Tracking Extract. This tool allows the admin to extract detailed bounce data for a specified period, providing comprehensive insight into delivery issues. The Tracking Extract can output data in a CSV format, which can be imported into other systems for further analysis or reporting.

Reference: Salesforce Help - Tracking Extracts

NEW QUESTION # 139

Northern Trail Outfitters (NTO) has decided to use Journey Builder to launch event-driven lifecycle marketing programs. This includes personalized interactions with customers with the goal of increasing purchase frequency.

Which two pieces of information would help NTO achieve this objective?

Choose 2 answers

- A. Products purchased from a competitor.
- B. Channel preference of customers.
- C. Number of items per order.
- D. Last purchase date

Answer: C,D

NEW QUESTION # 140

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 Mobile Push and Email channels are used within the same account?

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

Answer: D

Explanation:

Explanation

The best way to prevent duplicate records in Marketing Cloud is to strategically control the Contact Key values and tie records together across channels using this key. The Contact Key is a unique identifier for each contact in Marketing Cloud, and it can be set by the admin or automatically generated by Marketing Cloud. If the same Contact Key is used for a contact in both email and mobile push channels, then the contact will be unified and not duplicated.

NEW QUESTION # 141

A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is performing. Which report should be used?

- A. Email Performance by Attribute
- B. Sends Account Send Summary
- C. Dynamic Content for Triggered Sends
- D. Impression Tracking for Triggered Sends

Answer: D

NEW QUESTION # 142

A Marketing Cloud admin wants to check the status of a salesforce contacts in All Subscribers. The account is connected to their salesforce org via Marketing Cloud Connect.

Which subscriber key should be used to search for the contact in All Subscribers?

- A. Numeric Subscriber ID
- B. 15-digit contact ID
- **C. 18-digit Contact ID**
- D. Email Address

Answer: C

Explanation:

Explanation

To search for a Salesforce contact in All Subscribers, the admin should use the 18-digit contact ID as the subscriber key. This is because Marketing Cloud Connect uses the 18-digit contact ID as the subscriber key for contacts synchronized from Salesforce. The email address is not a reliable identifier as it can change or be duplicated

NEW QUESTION # 143

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