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Replacing colors in an image, In concept, this approach is not unlike Microsoft's <https://www.2pass4sure.com/Salesforce/valid-salesforce-certified-marketing-cloud-administrator-exam-training-material-11714.html> Azure Stack strategy. Regular grammars form a subset of context-free grammars. Aptitude tests questions typically require this kind of singular answer.

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Earning the Salesforce Certified Marketing Cloud Administrator certification can provide numerous benefits for professionals, including increased job opportunities, higher salaries, and enhanced credibility in the industry. It can also help individuals improve their marketing skills and stay up-to-date with the latest trends and technologies in the field.

Salesforce Marketing-Cloud-Administrator (Salesforce Certified Marketing Cloud Administrator) Exam is designed to test the knowledge and skills of professionals who are responsible for managing and administering Salesforce Marketing Cloud. Marketing-Cloud-Administrator Exam measures the candidate's proficiency in various areas such as email marketing, mobile marketing, social media marketing, data management, and analytics.

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Salesforce Marketing Cloud is a powerful marketing automation platform that helps businesses to create and manage personalized customer journeys across multiple channels, including email, mobile, social media, and web. The platform enables businesses to create targeted marketing campaigns, automate marketing workflows, and measure the effectiveness of their marketing efforts.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q34-Q39):

NEW QUESTION # 34

A Marketing Cloud Admin has noticed a File Drop Automation has been failing on the import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer_import_. The import is configured to look for a file named customer_import_%%Year%%Month%%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds.

How should the admin fix the issue?

- A. Use the exact filename used for the trigger in the import File Activity
- B. Make sure the filename has a date stamp to avoid duplication
- C. Make sure the file is placed on the correct subfolder within the SFTP
- **D. Use %%FILENAME_FROM_TRIGGER%% in the import File Activity**

Answer: D

Explanation:

When using a filename pattern for a File Drop Automation trigger, the import File Activity should use %%FILENAME_FROM_TRIGGER%% as the file name. This ensures that the import activity will use the same file name as the trigger, regardless of the date stamp or other variations

NEW QUESTION # 35

What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?

- A. Business name and a link to the business website
- **B. Preference Center link and physical mailing address**
- C. Preference Center link and a link to the business website
- D. Business name and physical mailing address

Answer: B

Explanation:

Under CAN-SPAM requirements, for each commercial send, the Marketing Cloud admin should ensure that there is a Preference Center link and a physical mailing address present in the email. This compliance is critical to allow recipients to manage their email preferences (such as unsubscribing) and to meet legal requirements by providing a physical mailing address, offering transparency and options to the recipients.

NEW QUESTION # 36

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

- A. Conversion Tracking
- B. Google Analytics 360
- **C. Collect Tracking code**
- D. Web & Mobile Analytics

Answer: C

NEW QUESTION # 37

Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams. How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- A. Deploy Multi-Org with a single Marketing Cloud Account
- B. Deploy separate Publication Lists for each region within one account
- **C. Separate regions into business units and apply Subscriber Filters**
- D. Filter data view permissions at the subscriber level

Answer: C

NEW QUESTION # 38

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A. Multiple brand logos must be accommodated in an email header
- B. A new sender profile needs to be leveraged for sending transactional emails
- C. NTO requires SSL certificate configurations for Content Builder and Portfolio images
- **D. Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns**

Answer: D

Explanation:

Explanation

The admin should create separate business units for each of NTO's brands when brand-specific private domains need to be leveraged when wrapping images and links in email campaigns. A private domain is a domain name that NTO owns and uses for their email sends, such as email.nto.com. A private domain can be used to wrap images and links in emails to improve deliverability and branding. However, a private domain can only be associated with one business unit in Marketing Cloud, so NTO needs to create separate business units for each brand that requires a different private domain². The other options are incorrect because:

* NTO requires SSL certificate configurations for Content Builder and Portfolio images. This is not a reason to create separate business units for each brand, as SSL certificate configurations can be applied

* at the account level or the business unit level. SSL certificates are used to secure the connection between NTO's web server and their subscribers' browsers, and can be applied to Content Builder or Portfolio images to ensure they are delivered over HTTPS³.

* Multiple brand logos must be accommodated in an email header. This is not a reason to create separate business units for each brand, as multiple brand logos can be accommodated in an email header using dynamic content or AMPscript. Dynamic content or AMPscript are features that allow NTO to display different content in their emails based on subscriber attributes or data extension fields⁴.

* A new sender profile needs to be leveraged for sending transactional emails. This is not a reason to create separate business units for each brand, as a new sender profile can be created and leveraged within the same business unit. A sender profile is a configuration that defines the sender information for an email, such as the from name, from address, reply address, and sender classification⁵.

NEW QUESTION # 39

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