

## [Jun 10, 2022 Marketing-Cloud-Administrator Exam Dumps - Try Best Marketing-Cloud-Administrator Exam Questions - ValidExam [Q50-Q71]



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Verified Marketing-Cloud-Administrator exam dumps Q&As with Correct 158 Questions and Answers

### Marketing Cloud Administrator Exam Introduction

The Salesforce Marketing Cloud administrator exam measures a candidate's knowledge and skills against the following goals. A candidate must have practical experience in the administration of Marketing Cloud and associated tools and demonstrate knowledge and experience in the digital marketing competition, subscriber data management, configuration, channel management and maintenance.

### NEW QUESTION 50

A Northern Trail Outfitter's (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounces status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- \* Status is changed to Active and the bounce count is unchanged
- \* Status is changed to Held for 72 hours and the bounce count is set to Zero
- \* Status remains as Bounced the bounce count is unchanged
- \* Status is changed to Active and the bounce count is set to Zero

### NEW QUESTION 51

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

- \* Engagement Split
- \* Random Split
- \* Content Split
- \* Decision Split

### NEW QUESTION 52

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?

- \* Use the exact filename used for the trigger in the import File Activity
- \* Make sure the file is placed on the correct subfolder within the SFTP
- \* Make sure the filename has a date stamp to avoid duplication
- \* Use %%FILENAME\_FROM\_TRIGGER%% in the import File Activity

### NEW QUESTION 53

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?

- \* Automation Studio: Create a Report Activity to run every seven days.
- \* Email Studio: Select **Account Send Summary** in Tracking Reports and schedule a weekly report to be sent.
- \* 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.
- \* Analytics Builder: Select the **Account Send Summary** in Reports and schedule a weekly report to be sent.

### NEW QUESTION 54

Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year. What action should be taken to populate the Einstein Engagement Scoring Dashboard?

- \* Select one of the Predictive Algorithms then click Deploy
- \* Click Deploy and results are available immediately
- \* Select the channels (Emails, Push, SMS) to report on then click Activate
- \* Click Activate and wait for an email notification

### NEW QUESTION 55

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing

cloud to execute a send.

Which feature would the admin use to meet this requirement?

- \* Tokenized Sending
- \* List Sending
- \* Field Level Encryption.
- \* Distributed Marketing Sends.

#### **NEW QUESTION 56**

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app? Choose 2 answers

- \* Journey Builder
- \* Contact Builder
- \* MobileConnect
- \* MobilePush

#### **NEW QUESTION 57**

Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build.

Where should their Marketing Cloud admin set up permissions to allow REST authentication?

- \* Installed Packages
- \* Data Management
- \* Security Settings
- \* Salesforce Integration

#### **NEW QUESTION 58**

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

- \* Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- \* The consultant should enable deep linking in Marketing Cloud Connect configuration.
- \* The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.
- \* Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

#### **NEW QUESTION 59**

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

What is the best way to facilitate this within Contact Builder?

- \* Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- \* Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- \* Create three distinct Attribute Groups that link each data extension directly to Contacts.
- \* Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.

### NEW QUESTION 60

What storage model should be used if a subscriber has more than one value for an attribute?

- \* Profile Attribute
- \* Data Extensions
- \* Publication Lists
- \* Lists

### NEW QUESTION 61

Which Product enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content?

- \* Content Builder
- \* Einstein Send Time Optimization
- \* Audience Builder
- \* Einstein Email Recommendations

### NEW QUESTION 62

A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails.

Where under Setup could this be created?

- \* Content Builder Settings
- \* Emails Studio Settings
- \* Account Settings
- \* Campaign Settings

### NEW QUESTION 63

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- \* CloudPage forms Content Block
- \* Email Form Content Block
- \* Dynamic Content Block
- \* Reference Content Block

### NEW QUESTION 64

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys.

Which two Marketing Cloud features will support this effort?

Choose 2 answers

- \* Data Designer
- \* Cloud Pages
- \* Web Analytics Connector
- \* Content Builder

### NEW QUESTION 65

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM. However, they only want to sync records they would be able to send to reducing the amount of data being brought over.

Which two filtering options could be used when configuring the Contact synced object?

Choose 2 answers

- \* Select all records which have opened an email in the past six months
- \* Select all records with an email address
- \* Select all records which are active in All Subscribers
- \* Select all records where HasOptedOutofEmail is FALSE

### NEW QUESTION 66

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.

Which network(s) support lookalike audiences directly from Advertising Studio?

- \* Facebook and Twitter
- \* Facebook
- \* Google and Facebook
- \* Twitter

### NEW QUESTION 67

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year Where would the admin retrieve this information?

- \* Contact Builder > All Contacts > Email
- \* Analytics Builder > Reports > Email Send Report
- \* Email Studio > Email > Tracking > Sends
- \* Studio > Email > Subscribers > All Subscribers

### NEW QUESTION 68

What is Setup Assistant?

- \* Support service allowing the outsourcing of repetitive admin tasks
- \* A prioritized account configuration checklist
- \* A search within Help and Training limited to configuration documents
- \* A dashboard containing key metrics for the business unit

### NEW QUESTION 69

A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order\_Details, and Products.

The data extensions contain the following information:

Orders: OrderId, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal

Order\_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount

&#8211; Products: ProductId, SKU, Name, Description, Cost, Price

Which two actions should be taken in Data Designer?

Choose 2 answers

- \* Create a one-to-one relationship between the contact record and Order Details.
- \* Create a one-to-many relationship between Orders and Order\_Details.
- \* Create a one-to-one relationship between Orders and Order\_Details.
- \* Create a one-to-one relationship between Order\_Details and Products.

#### NEW QUESTION 70

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- \* Configure the business unit data retention setting to 12 months
- \* Configure the Enterprise wide default retention to one year
- \* Set inactive data to be automatically cleared after one year, but is recoverable
- \* Apply a Row Based Retention to each data extension as it is created, set to 12 months

#### NEW QUESTION 71

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?

- \* CSV download of bounce data in My Tracking
- \* Automation Studio Tracking Extract
- \* Automation Studio Query Activity
- \* Discover Deliverability Complaint Rate Report

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