



Salesforce Certified Marketing Cloud Administrator



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Sales force

Exam Certified-Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator (SP23)

Version: 10.0

[Total Questions: 164]

Question No : 1

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries.

Which feature would allow this functionality?

- A. Query Studio
- B. Journey Builder
- C. CloudPages
- D. Synchronized Data Sources.

Answer: D

Question No : 2

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.

What should NTO do to create this audience?

- A. Measures
- B. SQL Queries
- C. Data Filters
- D. Journey

Answer: A

Question No : 3

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the implementation Consultant recommend?

Choose 2 answers.

- A. Use Data Designer to link student and alumni data to the contact record.
- B. Create an Import Activity to import alumni data into Salesforce Report.
- C. Create list attributes to store student data from the Sales Cloud.
- D. Use Synchronized Data Sources to data from the Sales Cloud.

Answer: A,D

Question No : 4

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

- A. Open and click activity are tracked in either version.
- B. The email will avoid detection by various SPAM filters.
- C. An auto-generated text version will be sent with your HTML email.
- D. A custom text version will be sent with your HTML email.

Answer: A,C

Question No : 5

What functionality is contained in Journey Builder that does not exist in Automation Studio?

- A. Native execution of a Server-side JavaScript activity.
- B. The option to convert a qualified Lead to a Contact.
- C. Flexibility to wait based on duration or a specific time.
- D. The ability to send an email to a Salesforce audience.

Answer: B

Question No : 6

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses

Where could the details be found?

- A. Run a Bounce Email Report
- B. Query the Bounce Data View
- C. Query the Send Log
- D. Run anAccount Send Summary Report

Answer: B

Question No : 7

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. CloudPagesURL AMPscript function
- B. Web Analytics Connector
- C. Link Wrapping

Answer: A

Question No : 8

A Marketing Cloud admin wants to create an SFTP User for the first time.

Which two considerations should be taken when configuring an SFTP User?

Choose 2 answers

- A. By default, the username is the MID for the current Marketing Cloud MID.
- B. Minimum password length is 12 characters.
- C. By default, the password will be the password of the logged-in user.
- D. Once created, the user will need to be activated in order to use the SFTP.

Answer: B,D

Question No : 9

A Marketing Cloud admin has been asked to update their Marketing cloud SFTP password.

Where in setup could they accomplish this task?

- A. Data management
- B. Security
- C. Feature Settings
- D. Company Settings

Answer: A

Question No : 10

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day. As a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return to the site and continue their shopping.

What action should NTO take?

- A. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- B. Create a user-initiated message to logged-in customers to send once the website is restored.
- C. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- D. Create and send an apology email that includes a discount for a future purchase to all customers

Answer: B

Question No : 11

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into MarketingCloud.

Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?

Choose 2 answers

- A. Text
- B. Decimal

- C. Number
- D. Boolean

Answer: A,B

Question No : 12

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

Answer: A,B,C

Question No : 13

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nton.com. the previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account?

2 answers

- A. Upon receiving an email, all tracked links start with click.email.nton.com
- B. The login page for Marketing Cloud Users is login.email.nton.com and is branded with NTO colors
- C. Cloudpages personalized URLs are served from cloud.email.nton.com
- D. Users receive Marketing Cloud password reset emails from help@email.nton.com

Answer: A,C

Question No : 14

Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data. One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system.

Which feature would allow compliance with this requirement?

- A.** Export Email Allowlist
- B.** IP Allowlist
- C.** Identity Verification
- D.** Audit Trail

Answer: A

Question No : 15

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
- Products: ProductId, SKU, Name, Description, Cost, Price

Which two actions should be taken in Data Designer?

Choose 2 answers

- A.** Create a one-to-one relationship between the contact record and Order Details.
- B.** Create a one -to -many relationship between Orders and Order_Details.
- C.** Create a one-to-one relationship between Orders and Order_Details.
- D.** Create a one-to-one relationship between Order_Details and Products.

Answer: B,D

Question No : 16

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account

Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Unique Contact Identifier
- B. Primary key
- C. Unique Contact email address
- D. Subscriber ID

Answer: B

Question No : 17

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

Answer: C

Question No : 18

A publishing company has presented the following:

- A need to send renewal reminders to customers whosesubscriptions expire in 15 days and 7 days.

- A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.
- The customer's expiration date is included in the data file.

What component should the customer's solution include?

Choose 3 answers

- A. Suppression list
- B. Data Filter
- C. Triggered Send
- D. Template-based emails
- E. Automation StudioTerm

Answer: B,D,E

Question No : 19

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should the customer use to create an audience for this campaign?

Choose 3 answers

- A. Proximity to Store
- B. Ages in Household
- C. Lifetime Purchase Value
- D. Conversion Rate
- E. Last Purchase Date

Answer: C,D,E

Question No : 20

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

Answer: D

Question No : 21

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

Choose 2 answers

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

Answer: A,B

Question No : 22

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

- A. Use a web-safe font for text that closely matches the brand's custom font.
- B. Build an email as one image, with all text saved in the brand font.
- C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- D. Build an email using multiple images, with all text saved in the brand font.

Answer: A

Question No : 23

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

- A. Content Builder
- B. Einstein Send Time Optimization
- C. Audience Builder
- D. Einstein Email Recommendations

Answer: D

Question No : 24

Which three options determine when a contact could enter a journey?

Choose 3 answers.

- A. Re-entry at any time
- B. Re-entry by attribute
- C. Re-entry by date
- D. No re-entry
- E. Re-entry only after exiting

Answer: A,D,E

Question No : 25

A Marketing Cloud admin wants to configure a new keyword for an upcoming SMS campaign. After entering the desired keyword CELEBRATION, the admin notices the keyword is unavailable.

What issue could the admin be facing?

- A. Keyword is used within another business unit

- B. Keyword is a reserved word
- C. Keyword has too many characters
- D. Keyword fails to meet content standards

Answer: A

Question No : 26

Northern Trail Outfitters wants to expand their use of Marketing Cloud to business users who spend their day in Sales Cloud, without granting access to Marketing Cloud directly.

What feature should be used?

- A. Distributed Sending
- B. Distributed Marketing
- C. Marketing Cloud Connect

Answer: C

Question No : 27

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A file drop automation to send emails to customers who have made a purchase.
- B. A user -initiated message to send an email to customers who made a purchase daily.
- C. A scheduled automation to send emails to customers who made a purchase daily.
- D. A triggered message to send an email as soon as a customer completes a purchase.

Answer: D

Question No : 28

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- A. Content Creator and Marketing Cloud Viewer
- B. Analyst and Marketing Cloud Viewer
- C. Data Manager and Analyst

Answer: C

Question No : 29

Northern Trails Outfitters uses Doubleclick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A. Einstein AI
- B. Interaction Studio
- C. Datorama
- D. Google Marketing Platform

Answer: C

Question No : 30

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted.

Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Import Activity
- B. Data Extract Activity
- C. File Transfer Activity
- D. Decryption Activity

Answer: C

Question No : 31

A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails.

What functionality would allow this?

- A. Advertising Studio
- B. Personalization Builder
- C. Web and Mobile Analytics
- D. Web Analytics Connector

Answer: D

Question No : 32

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.

Which feature should they use?

- A. Tokenized Sending
- B. Field Level Encryption
- C. Lookup reference to Contact Object
- D. Master-detail relationship to Contacts

Answer: A

Question No : 33

A Consultant has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed. Which import type should be used?

- A. Overwrite
- B. Add Only
- C. Add/Update
- D. Update Only