MARKETING-CLOUD-ADMINISTRATOR Q&As

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QUESTION 1

The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO\\'s Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message? Choose 3 answers

A. Each content area specified in a dynamic content rule exists.

B. Words or phrases used may trigger spam filters.

C. Grammar and spelling in the email text is correct.

D. Correct syntax is used on any AMPScript in the email\\'s code.

E. Personalization strings map to attributes or data extension fields

Correct Answer: ADE

QUESTION 2

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

Correct Answer: A

QUESTION 3

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

Correct Answer: B

QUESTION 4

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?

A. Tokenized Sending

B. List Sending

C. Field Level Encryption.

D. Distributed Marketing Sends.

Correct Answer: A

QUESTION 5

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

A. Journey Builder

B. Contact Builder

C. MobileConnect

D. MobilePush

Correct Answer: AD

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