MARKETING-CLOUD-ADMINISTRATOR Q&As

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QUESTION 1

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?

A. Contact Builder > All Contacts > Email

B. Analytics Builder > Reports > Email Send Report

C. Email Studio > Email > Tracking > Sends

D. Studio > Email > Subscribers > All Subscribers

Correct Answer: B

QUESTION 2

A Marketing Cloud Administrator noticed a File Drop Automation has been falling 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

what should the admin do to fix the issue?

A. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity

B. Make sure the team has a date stamp to avoid duplication

C. Make sure the files placed on the correct subfolder within the SFTP

D. Use the exact file name used for the trigger in the Import File Activity

Correct Answer: A

QUESTION 3

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and

75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

A. Synchronized contacts are only counted after sending

B. Only active email subscriber are counted.

C. Mobile subscribers are not counted as contacts.

D. There are overlapping contacts in each of the channel

Correct Answer: B

QUESTION 4

Where would a Marketing Cloud admin view all verified email addresses?

A. Identity Verification Log

B. From Address Management

C. Reply Mail Management

D. Sender Profiles

Correct Answer: B

QUESTION 5

Northern Trail Outfitters (NTO) keeps their subscribers in sync with their external database via the import of a CSV file which is dropped to the of Marketing Cloud SFTP each day. However, NTO has realized the number of subscribers being sent emails is considerably lower than the number they were expecting based on records in their database.

Which feature would allow NTO to monitor whether all records were added to the target data structure each day?

A. External Key within the Import File Activity

B. Run Completion within the File Drop Automation

C. RuntimeError within the File Drop Automation

D. Notation Settings within the Import File Activity

Correct Answer: D

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