MARKETING-CLOUD-ADMINISTRATOR Q&As

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QUESTION 1

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

Correct Answer: ABC

QUESTION 2

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 3

Which two statements are correct about Send Logging? Choose 2 answers

A. Send Log data extensions are archived automatically based on retention settings.

B. AMPscript can be used to pull data from Send Logs for use within emails.

C. SQL Query Activities can reference Send Logs in combination with system data views.

D. A business unit can support up to three Send Logs.

Correct Answer: BC

QUESTION 4

An email marketing manager is planning to send a promotional email to one million subscribers. Which data structure should be used?

A. Data Extension

B. Publication List

C. Group

D. List

Correct Answer: A

QUESTION 5

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 file is placed on the correct subfolder within the SFTP

C. Make sure the filename has a date stamp to avoid duplication

D. Use %%FILENAME_FROM_TRIGGER%% in the import File Activity

Correct Answer: D

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