# MARKETING-CLOUD-ADMINISTRATOR Q&As

Salesforce Certified Marketing Cloud Administrator

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**QUESTION 1**

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 2**

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

A. Google Analytics 360

B. Collect Tracking code

C. Conversion Tracking

D. Web and Mobile Analytics

Correct Answer: B

**QUESTION 3**

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

A. IP Whitelisting

B. Field Level Encryption

C. Advanced Audit Trail

D. Single Sign on Authentication

Correct Answer: A

**QUESTION 4**

Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

A. Create child business units for each brand and nest another level of child business units for GEOs.

B. Create and apply folders with naming conventions in the current account to keep track of brand assets.

C. Create new Enterprise business units for each brand and child business units for each of the brand\\'s GEOs.

D. Create one child business unit for the other brands to share but apply folders and naming conventions.

Correct Answer: B

**QUESTION 5**

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?

A. Installed Packages

B. Data Management

C. Security Settings

D. Salesforce Integration

Correct Answer: A

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