# MARKETING-CLOUD-ADMINISTRATOR<sup>Q&As</sup>

Salesforce Certified Marketing Cloud Administrator

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**QUESTION 1**

Northern Trail Outfitters has noticed an issue with their sends today. Which two links in Setup Home could be used to troubleshoot the issue? Choose 2 answers

A. Create Support Case

B. Failed Sends

C. Help and Training

D. System Status

Correct Answer: CD

**QUESTION 2**

What storage model should be used if a subscriber has more than one value for an attribute?

A. Profile Attribute

B. Data Extensions

C. Publication Lists

D. Lists

Correct Answer: B

**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**

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A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular end. The admin of Marketing Cloud Connect is functioning properly.

What should the admin confirm about the data extension?

A. The wind relationship links SubscriberKey to Subscribers on Email Address

B. The data extension is located in the Synchronized Data Extensions folder.

C. The data extension is located in the Salesforce Data Extensions folder.

D. The triggeredSendDataExtension data extension template was used.

Correct Answer: C

## 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

## QUESTION 6

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 7

Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud. What should the Marketing Cloud admin consider when sending from the new IP Address?

A. The IP address is on reserve, is already in use, and has an email sending history.

B. Building desirable sending history and data will be variable based on list size and engagement.

C. Sending in large volumes will alert ISPs the new IP Address is now in use.

D. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.

Correct Answer: C

## QUESTION 8

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.

Which two terms would they add to their website to accomplish this? Choose 2 answers

A. Collect Code

B. Recommendation Code

C. Conversion/Cart Code

D. Email Conversion Code

Correct Answer: B

## QUESTION 9

Which activity should be used for multivariate content testing within Journey Builder?

A. Engagement Split

B. Random Split

C. Content Split

D. Decision Split

Correct Answer: B

## QUESTION 10

(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?

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A. Measures

B. SQL Queries

C. Data Filters

D. Journey

Correct Answer: A

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QUESTION 11

Northern Trail Outfitters (NTO) Is building a Journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.

Which activity would allow them to build the journey with the fewest activities possible?

A. Join

B. Einstein STO

C. Engagement Split

D. Wait Until Date

Correct Answer: A

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QUESTION 12

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMP script.

The Company collects the following information:

1.

Customer data (email address, first name, last name...).

2.

Event registration (email address, event ID, event name, event type, venue ID...).

3.

Venue details (venue ID, venue name, venue address...).

4.

Payment details (email address, event ID, total paid...).

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The Company does not want to link everything in Contact Builder.

Which are the two data sources that must be incorporated inside Contact Builder? Choose 2 answers.

A. Customer Data

B. Event Registration

C. Venue Details

D. Payment Details

Correct Answer: AC

## QUESTION 13

Which three considerations should be made when setting up Distributed Marketing? Choose 3 answers A. Business users can select any email at time of send.

B. Default options can be set up for the greeting in the email.

C. A journey can be connected to one or more Campaigns.

D. The DM administrator Profile is required to access Distributed Marketing.

E. Messages can be sent to Contacts, Leads, and Person Accounts.

Correct Answer: ACE

## QUESTION 14

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 15

Northern Trail Outfitters just purchased Marketing Cloud.

Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant? Choose 3 answers

A. Creating users and assigning roles which meet their job functions

B. Creating a SMS message and sending a mobile campaign

C. Classifying sends and defining parameters for email sends

D. Building the data structure used to store audience information

E. Importing data into contacts using the Data Loader

Correct Answer: ACD

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