

Salesforce.Marketing-Cloud-Administrator.v2024-02-27.q113

Exam Code:	Marketing-Cloud-Administrator
Exam Name:	Salesforce Certified Marketing Cloud Administrator Exam
Certification Provider:	Salesforce
Free Question Number:	113
Version:	v2024-02-27
# of views:	1359
# of Questions views:	1130
https://www.exam-tests.com/Marketing-Cloud-Administrator-exam/Salesforce.Marketing-Cloud-Administrator.v2024-02-27.q113.html	

NEW QUESTION: 1

Which two statements are correct about Send Logging?

Choose 2 answers

- A. AMPscript can be used to pull data from Send Logs for use within emails.
- B. Send Log data extensions are archived automatically based on retention settings.
- 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.

Answer: (SHOW ANSWER)

NEW QUESTION: 2

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. Importing data into contacts using the Data Loader
- B. Creating a SMS message and sending a mobile campaign
- C. Building the data structure used to store audience information
- D. Creating users and assigning roles which meet their job functions
- E. Classifying sends and defining parameters for email sends

Answer: C,D,E (LEAVE A REPLY)

NEW QUESTION: 3

How are publication lists used in the Marketing Cloud?

- A. To send communication to all subscribers, regardless of opt -in status.
- B. To manage subscribers in guided and triggered email sends.
- C. To build dynamic content rules by subscriber type.

D. To allow subscribers to opt-down/out instead of unsubscribing from all.

Answer: D ([LEAVE A REPLY](#))

Explanation

Publication lists are used to allow subscribers to opt-down/out of specific types of communications instead of unsubscribing from all. This helps to retain subscribers and maintain their preferences¹

NEW QUESTION: 4

A Marketing Cloud admin has configured a Tracking Extract which includes all subscriber attributes for their global regions. However, the admin notices accented characters in the customers' names appear jumbled in the extracted file.

Which two settings could solve this issue?

Choose 2 answers

A. Change Character Encoding to UTF-8

B. Change Column Delimiter to

C. Select Unicode Output

D. Change Format to xml

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 5

NTO has been noting reduced deliverability when they do large sends.

Which part of deliverability is tied to hitting Spam Traps during a send?

A. List Hygiene

B. Authentication

C. Content

D. Engagement

Answer: A ([LEAVE A REPLY](#))

Explanation

The part of deliverability that is tied to hitting spam traps during a send is list hygiene. List hygiene is the process of maintaining clean and accurate subscriber lists by removing invalid, inactive, or unengaged subscribers

NEW QUESTION: 6

A Marketing Cloud admin to create custom roles for their business process.

What should be taken into consideration to accomplish this?

A. Custom roles are available on their Marketing Cloud account.

B. Custom roles are only available within the business in which they were created.

C. Custom roles can only be edited by the user who created the role initially.

D. Custom roles override an individual user's granular permission assignments.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 7

Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year.

What action should be taken to populate the Einstein Engagement Scoring Dashboard?

- A. Click Activate and wait for an email notification
- B. Select one of the Predictive Algorithms then click Deploy
- C. Select the channels (Emails, Push, SMS) to report on then click Activate
- D. Click Deploy and results are available immediately

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

A user asks Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content Creator, Data Manager, and Marketing Cloud Viewer.

What should the admin do to resolve the issue so the user can send an email?

- A. Edit permissions and Grant permissions to Send
- B. Edit permissions and deselect Deny for Email Sending
- C. Add the Role Marketing Cloud Channel Manager
- D. Remove the Marketing Cloud Viewer Role

Answer: ([SHOW ANSWER](#))

Explanation

To resolve the issue of the user not being able to send an email, the admin should edit permissions and grant permissions to send. Permissions are settings that control what users can access and do in Marketing Cloud. Granting permissions to send means that the admin can enable the user to create and send emails from Marketing Cloud³. The user needs this permission to perform their task of sending an email.

NEW QUESTION: 9

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts Which two considerations would help NTO determine if a Dedicated IP is the right choice?

Choose 2 answers

- A. Length of time needed to pause sending is greater than one month
- B. Pre-warmed IP address can be purchased from Salesforce
- C. All of NTO's accounts should be on the same stack
- D. Send volume is large enough to maintain a positive or neutral reputation

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

Northern Trail Outfitters has Imported a file Into All Subscribers. They then received a results file stating admin@example.com could NOT be imported.

Which error code would the file contain for this record?

- A.** Restricted Values
- B.** List Detective
- C.** Invalid Email Address
- D.** Skipped Records

Answer: B ([LEAVE A REPLY](#))

Explanation

List Detective is the error code that the file would contain for this record. List Detective is a feature that filters out invalid, malformed, or problematic email addresses from being imported or sent to in Marketing Cloud.

List Detective uses a set of rules and filters to check email addresses for syntax errors, spam traps, role accounts, or blocked domains. If an email address fails the List Detective validation, it will not be imported or sent to and the file will contain an error code of List Detective

NEW QUESTION: 11

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.

Where should the Marketing Cloud admin begin troubleshooting?

- A.** Contact Builder > Synchronized Data Extensions
- B.** Automation Studio > File Transfers
- C.** Contact Builder > Data Sources
- D.** Email Studio > Synchronized Data Extensions

Answer: ([SHOW ANSWER](#))

Explanation

To begin troubleshooting the issue of data not being up to date from Sales Cloud, the Marketing Cloud admin should go to Contact Builder > Data Sources. Data Sources is a page that allows NTO to manage their data sources and integrations in Contact Builder. NTO can use Data Sources to check the status and settings of their Sales Cloud integration, such as the sync frequency, sync direction, sync filters, and sync errors. The other options are incorrect because:

- * Contact Builder > Data Extensions > Synchronized Data Extensions. This is a folder that contains all the synchronized data extensions in Marketing Cloud. Synchronized data extensions are data extensions that store the data from synced Sales Cloud Objects in Marketing Cloud. However, this folder does not allow NTO to troubleshoot their Sales Cloud integration; it only shows the data extensions that are created by the sync process.
- * Automation Studio > File Transfers. This is a page that allows NTO to view and manage their file transfer activities in Automation Studio. File transfer activities are activities that

move files from one location to another, such as from an FTP site to the Safehouse or from the Safehouse to a data extension.

However, this page does not allow NTO to troubleshoot their Sales Cloud integration; it only shows the file transfer activities that are created by NTO.

* Email Studio > Synchronized Data Extensions. This is a page that allows NTO to view and manage their synchronized data extensions in Email Studio. Synchronized data extensions are data extensions that store the data from synced Sales Cloud Objects in Marketing Cloud. However, this page does not allow NTO to troubleshoot their Sales Cloud integration; it only shows the data extensions that are created by the sync process.

NEW QUESTION: 12

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A.** NTO requires SSL certificate configurations for Content Builder and Portfolio images
- B.** Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns
- C.** Multiple brand logos must be accommodated in an email header
- D.** A new sender profile needs to be leveraged for sending transactional emails

Answer: B ([LEAVE A REPLY](#))

Explanation

The admin should create separate business units for each of NTO's brands when brand-specific private domains need to be leveraged when wrapping images and links in email campaigns. A private domain is a domain name that NTO owns and uses for their email sends, such as email.nton.com. A private domain can be used to wrap images and links in emails to improve deliverability and branding. However, a private domain can only be associated with one business unit in Marketing Cloud, so NTO needs to create separate business units for each brand that requires a different private domain². The other options are incorrect because:

* NTO requires SSL certificate configurations for Content Builder and Portfolio images.

This is not a reason to create separate business units for each brand, as SSL certificate configurations can be applied

* at the account level or the business unit level. SSL certificates are used to secure the connection between NTO's web server and their subscribers' browsers, and can be applied to Content Builder or Portfolio images to ensure they are delivered over HTTPS³.

* Multiple brand logos must be accommodated in an email header. This is not a reason to create separate business units for each brand, as multiple brand logos can be accommodated in an email header using dynamic content or AMPscript. Dynamic content or AMPscript are features that allow NTO to display different content in their emails based on subscriber attributes or data extension fields⁴.

* A new sender profile needs to be leveraged for sending transactional emails. This is not a reason to create separate business units for each brand, as a new sender profile can be created and leveraged within the same business unit. A sender profile is a configuration that defines the sender information for an email, such as the from name, from address, reply address, and sender classification⁵.

NEW QUESTION: 13

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond. Which three criteria should the customer use to create an audience for this campaign?

Choose 3 answers

- A. Last Purchase Date
- B. Lifetime Purchase Value
- C. Conversion Rate
- D. Ages in Household
- E. Proximity to Store

Answer: A,B,C (LEAVE A REPLY)

NEW QUESTION: 14

Northern Trail Outfitters (NTO) rolled out a global SMS initiative three months ago, as their customers have shown great interest in receiving promotions via text. However, NTO was notified they are already at 75% utilization for their annual Super Messages.

Why could this be the case?

- A. The majority of NTO's subscriber base is in the United States.
- B. Each email consumes five super messages when sending below a certain threshold.
- C. MobilePush was enabled by mistake, which consumes Super Messages when not in use.
- D. A multiplier is applied to each SMS message based on the destination country

Answer: B (LEAVE A REPLY)

NEW QUESTION: 15

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. Contact Builder
- B. Journey Builder
- C. MobilePush
- D. MobileConnect

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 16

Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access. How should the Marketing Cloud admin ensure users have access?

- A. Choose Public App Integration during the installation
- B. Install App-appropriate business units for expanded access
- C. License all appropriate users within the installed package
- D. Configure the API Integration to allow all users access

Answer: C ([LEAVE A REPLY](#))

Explanation

To ensure users have access to Query Studio for Marketing Cloud, the admin should license all appropriate users within the installed package. Query Studio is an app that allows users to write and run SQL queries on data extensions within Marketing Cloud. To use Query Studio, users need to be licensed by the admin within the installed package settings. The admin can select which users or roles can access Query Studio and assign them a license. The other options are incorrect because:

- * Choose Public App Integration during the installation. This option will not ensure users have access to Query Studio for Marketing Cloud, as it only affects how Query Studio connects to Marketing Cloud via API. Choosing Public App Integration means that Query Studio will use a single API user for all requests, while choosing Private App Integration means that Query Studio will use each user's own API credentials for requests. However, this does not affect whether users can access Query Studio or not; they still need to be licensed by the admin within the installed package settings.
- * Install App-appropriate business units for expanded access. This option will not ensure users have access to Query Studio for Marketing Cloud, as it only affects which business units can use Query Studio. Installing App-appropriate business units means that Query Studio will be available in all business units within an account, while installing App-specific business units means that Query Studio will be available only in selected business units. However, this does not affect whether users can access Query Studio or not; they still need to be licensed by the admin within the installed package settings.
- * Configure the API Integration to allow all users access. This option will not ensure users have access to Query Studio for Marketing Cloud, as it only affects how Query Studio connects to Marketing Cloud via API. Configuring the API Integration means that the admin can set up the API user credentials and permissions for Query Studio. However, this does not affect whether users can access Query Studio or not; they still need to be licensed by the admin within the installed package settings.

the **newest Marketing-Cloud-Administrator exam dumps**, the BraindumpsPass.com Marketing-Cloud-Administrator exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Administrator dumps with Test Engine here:
<https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Administrator-practice-exam-dumps.html> (166 Q&As Dumps, **40%OFF** Special Discount: **Exam-Tests**)

NEW QUESTION: 17

A Marketing Cloud admin is setting up Northern Trail Outfitter's newest business units and several users to assign to the new business units.

How would the admin assign users to the business units?

- A. Give permissions to users at top-level account to assign their own business units.
- B. Search for the individual user, select their name, and click Manage Business Units.
- C. Re-import the users to update their assigned business units
- D. Search for the individual user, select their name and click Edit Business Units.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day. As a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return to the site and continue their shopping.

What action should NTO take?

- A. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- B. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- C. Create and send an apology email that includes a discount for a future purchase to all customers
- D. Create a user-initiated message to logged-in customers to send once the website is restored.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 19

A Contact Delete request has been processed for subscribers who have been sent to previously in a Northern Trail Outfitters account, the action did NOT target all contacts in their account and significant number of contacts which have been sent to remain, Which two data would still exist in the account? Choose 2 answers

- A. Contact data in sendable data extensions
- B. General tracking data at the job level
- C. Contact-specific data at the job level

D. Contact data in non-sendable extensions

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 20

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute.

How would the admin ensure a notification is received when the query fails?

A. Configure the "Event Notification Service" in Setup with their Email Address

B. Add their Email Address in the Query Activity Notifications Field

C. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings

D. Install the Marketing Cloud App on phone to receive Push Messages

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 21

What is Setup Assistant?

A. A prioritized account configuration checklist

B. Support service allowing the outsourcing of repetitive admin tasks

C. A dashboard containing key metrics for the business unit

D. A search within Help and Training limited to configuration documents

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 22

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?

A. Google Analytics 360

B. Marketing Cloud Connect

C. AMPscript for Marketing Cloud

D. Web Analytics Connector

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 23

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?

A. Marketing Cloud Connect

B. Parameter Manager

C. AMPscript for Marketing Cloud

D. Google Analytics 360

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 24

A publishing company has presented the following:

- * A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.
- * A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.
- * The customer's expiration date is included in the data file.

What component should the customer's solution include?

Choose 3 answers

- A. Suppression list
- B. Data Filter
- C. Triggered Send
- D. Template-based emails
- E. Automation StudioTerm

Answer: B,D,E (LEAVE A REPLY)

Explanation

Data Filter, Template-based emails, and Automation Studio are the components that the customer's solution should include. Data Filter is used to segment a data extension based on specific criteria, such as the customer's expiration date. Template-based emails are used to create emails with predefined layouts and content blocks that can be easily customized by a general marketing user. Automation Studio is used to automate the email sends based on a schedule or a trigger

NEW QUESTION: 25

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. Group
- C. Publication List
- D. List

Answer: A (LEAVE A REPLY)

Explanation

To send a promotional email to one million subscribers, NTO should use a data extension as their data structure. A data extension is a table that stores subscriber data in Marketing Cloud. A data extension can store up to 30 million records per data extension and up to 100 million records per account². A data extension can also support advanced segmentation, personalization, and reporting features for email sends

NEW QUESTION: 26

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommend to ensure content is displayed properly within the email.

- A. A/B Test content type
- B. AMPscript conditional against the Gender field
- C. Dynamic Content Wizard
- D. AMPscript lookupRows functions

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 27

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Subscriber Key
- B. Contact ID
- C. Member Record
- D. Data Extensions

Answer: A ([LEAVE A REPLY](#))

Explanation

Subscriber Key is the component that should be discussed with the customer to allow for this use case.

Subscriber Key is a unique identifier for each subscriber in Marketing Cloud that can be different from the email address. Subscriber Key allows for multiple records to share the same email address but have different subscriber attributes and preferences

NEW QUESTION: 28

Northern Trail Outfitters wants to segment audiences based on Sales Cloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Cloud.

- A. Setup > Apps > Salesforce Integration
- B. Setup > Data Management > Synchronized Data Extensions
- C. Contact Builder > Data Extensions > Synchronized Data Extensions
- D. Contact Builder > Data Sources

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 29

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud.

Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?

Choose 2 answers

- A. Boolean
- B. Text
- C. Decimal
- D. Number

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 30

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

- A. Move the File Transfer to its own automation and include a notification email address
- B. Move the Import definition to its own automation and include a notification email address
- C. Update the automation to include a notification email address for Runtime Errors
- D. Update the Import definition to include a notification email address

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 31

Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.

What consideration could account for this behavior?

- A. Data retention settings were incorrect in the data extension.
- B. The email address in All Subscribers is prioritized.
- C. Contact Builder was not configured properly.
- D. The data extension was not configured as sendable.

Answer: ([SHOW ANSWER](#))

Explanation

The reason why the customer continues to receive NTO's daily digest at their old address is because the email address in All Subscribers is prioritized. All Subscribers is the master list of subscribers in Marketing Cloud that stores their email address and subscription status. When NTO sends an email to a data extension, Marketing Cloud checks if the subscriber exists in All Subscribers and uses their email address and status from there. Therefore, deleting the customer from the data extension does not affect their subscription

status or email address in All Subscribers. NTO's Marketing Cloud Admin should update or delete the customer from All Subscribers instead. The other options are incorrect because:

* Data retention settings were incorrect in the data extension. Data retention settings determine how long records are kept in a data extension before they are deleted or archived. However, this does not affect the subscription status or email address of subscribers in All Subscribers.

* Contact Builder was not configured properly. Contact Builder is a tool that allows NTO to manage their contacts and their attributes across different data sources. However, this does not affect the subscription status or email address of subscribers in All Subscribers.

* The data extension was not configured as sendable. A sendable data extension is one that has an email address field and a subscriber key field that can be used for sending emails. However, this does not affect the subscription status or email address of subscribers in All Subscribers.

Valid Marketing-Cloud-Administrator Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Administrator Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Administrator exam dumps**, the BraindumpsPass.com Marketing-Cloud-Administrator exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Administrator dumps with Test Engine here:

<https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Administrator-practice-exam-dumps.html> (166 Q&As Dumps, **40%OFF** Special Discount: **Exam-Tests**)

NEW QUESTION: 32

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers.

They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- B. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- C. IP ramp -up can be bypassed, given their historical lack of deliverability issues.
- D. IP ramp -up is important to establish a positive sender reputation.

Answer: A,D (LEAVE A REPLY)

Explanation

IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers and IP ramp-up is important to establish a positive sender reputation. These responses articulate

proper IP warming, which is the process of gradually increasing email volume from a new or unused IP address to build trust and credibility with Internet Service Providers (ISPs)

NEW QUESTION: 33

A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email

#1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date. Email #3 will be sent on the member's renewal date. A master audience is updated in real time via the API. Which steps should be included in the customer's automation?

- A. Import File Activity > three Send Activities to the master data extension.
- B. Three Send Activities to the master data extension.
- C. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- D. Three Filter Activities > three Send Activities to the filtered audiences.

Answer: D ([LEAVE A REPLY](#))

Explanation

Three Filter Activities and three Send Activities to the filtered audiences are the steps that should be included in the customer's automation. Filter Activities are used to segment a data extension based on specific criteria, such as the member's renewal date. Send Activities are used to send an email to a data extension or a filtered audience.

NEW QUESTION: 34

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 data extension is located in the Synchronized Data Extensions folder.
- B. The triggeredSendDataExtension data extension template was used.
- C. The data extension is located in the Salesforce Data Extensions folder.
- D. The wind relationship links SubscriberKey to Subscribers on Email Address

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 35

A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails.

What functionality would allow this?

- A. Advertising Studio
- B. Web and Mobile Analytics
- C. Web Analytics Connector
- D. Personalization Builder

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 36

A Marketing Cloud Administrator 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. What should the admin do to fix the issue?

- A.** Make sure the files are placed on the correct subfolder within the SFTP
- B.** use %%FILENAME_FROM_TRIGGER%% in the Import File Activity
- C.** Use the exact file name used for the trigger in the Import File Activity
- D.** Make sure the team has a date stamp to avoid duplication

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 37

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.

Answer: A ([LEAVE A REPLY](#))

Explanation

Create child business units for each brand and nest another level of child business units for GEOs is how the rest of the business units should be organized. Business units are organizational units that allow marketers to segment their Marketing Cloud account based on different brands, regions, products, or channels. By creating child business units for each brand and nesting another level of child business units for GEOs, NTO can manage their marketing activities and assets for each subsidiary brand and location separately.

NEW QUESTION: 38

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit.

What could explain this behavior?

- A.** The user gets Added to a blocklist that causes an Enterprise level unsubscribe

- B.** The user is getting deleted from the AN Subscribers list
- C.** Data in data extensions corresponding to the customer
- D.** Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

Answer: D (LEAVE A REPLY)

Explanation

Business unit unsubscribe setting causes an Enterprise level unsubscribe is what could explain this behavior.

Business unit unsubscribe setting is a setting that determines how unsubscribes are handled across different business units in an account. If this setting is enabled, when a subscriber unsubscribes from an email sent from one business unit, they will also be unsubscribed from all other business units in the account. This is also known as an Enterprise level unsubscribe

NEW QUESTION: 39

What functionality is contained in Journey Builder that does not exist in Automation Studio?

- A.** Native execution of a Server-side JavaScript activity.
- B.** The option to convert a qualified Lead to a Contact.
- C.** Flexibility to wait based on duration or a specific time.
- D.** The ability to send an email to a Salesforce audience.

Answer: B (LEAVE A REPLY)

Explanation

The option to convert a qualified Lead to a Contact is a functionality that is contained in Journey Builder but not in Automation Studio. This option allows marketers to create journeys that interact with Salesforce CRM data and automate lead conversion based on predefined criteria

NEW QUESTION: 40

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

- A.** The consultant should enable deep linking in Marketing Cloud Connect configuration.
- B.** The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.
- C.** Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
- D.** Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 41

A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

- A. Tokenized Sending
- B. Transparent Data Encryption
- C. Key Management
- D. Field level Encryption

Answer: A ([LEAVE A REPLY](#))

Explanation

To ensure sensitive information needed for email sends is not imported and stored in Marketing Cloud, NTO should implement Tokenized Sending⁴. Tokenized Sending is a feature that allows NTO to send emails using encrypted tokens instead of actual email addresses. The tokens are generated by an external system and stored in a secure database outside of Marketing Cloud. When NTO sends an email, Marketing Cloud sends the token to the external system, which decrypts it and returns the actual email address. This way, NTO can avoid importing and storing sensitive information in Marketing Cloud.

The other options are incorrect because:

Transparent Data Encryption. This is a feature that encrypts data at rest in Marketing Cloud using encryption keys managed by Salesforce. However, this feature does not prevent NTO from importing and storing sensitive information in Marketing Cloud; it only protects it from unauthorized access⁵.

Key Management. This is a feature that allows NTO to manage their own encryption keys for data at rest in Marketing Cloud using an external key management system. However, this feature does not prevent NTO from importing and storing sensitive information in Marketing Cloud; it only gives them more control over their encryption keys.

Field Level Encryption. This is a feature that encrypts specific fields in data extensions using encryption keys managed by NTO. However, this feature does not prevent NTO from importing and storing sensitive information in Marketing Cloud; it only encrypts it within data extensions.

NEW QUESTION: 42

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM. However, they only want to sync records they would be able to send to reducing the amount of data being brought over.

Which two filtering options could be used when configuring the Contact synced object?

Choose 2 answers

- A. Select all records with an email address
- B. Select all records where HasOptedOutofEmail is FALSE
- C. Select all records which have opened an email in the past six months
- D. Select all records which are active in All Subscribers

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 43

Northern Trail Outfitters (NTO) has decided to use Journey Builder to launch event-driven lifecycle marketing programs. This includes personalized interactions with customers with the goal of increasing purchase frequency.

Which two pieces of information would help NTO achieve this objective?

Choose 2 answers

- A. Products purchased from a competitor.
- B. Channel preference of customers.
- C. Last purchase date
- D. Number of items per order.

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 44

An email manager was anticipating a test email to arrive in their inbox.

Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Tracking > Test Send Emails
- B. My Reports > Administrator Reports > Email Send Report
- C. My Reports > Administrator Reports > Email Sends By User
- D. My Tracking > A/B Testing

Answer: A ([LEAVE A REPLY](#))

Explanation

To view the test emails that have been sent from Email Studio, the Marketing Cloud admin can go to My Tracking > Test Send Emails³. This page shows the details of each test email, such as the subject line, sender name, recipient email, and status³. The other options are not relevant for viewing test emails.

NEW QUESTION: 45

A marketing manager requests to receive an email, once a week, with high-level metrics in a standardized format. Specifically, the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete this request?

- A. Email Studio: Select the "Account Send Summary*" in Tracking Reports and schedule a weekly report to be sent.
- B. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.
- C. Automation Studio: Create a Query Activity to query data from the "Sent" Data View, then use an Email activity to automate the sending of the data.

Answer: ([SHOW ANSWER](#))

Explanation

To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period

NEW QUESTION: 46

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:

- Customer data (email address, first name, last name...).
- Event registration (email address, event ID, event name, event type, venue ID...).
- Venue details (venue ID, venue name, venue address...).
- Payment details (email address, event ID, total paid...).

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. Venue Details
- C. Payment Details
- D. Event Registration

Answer: A,B (LEAVE A REPLY)

Valid Marketing-Cloud-Administrator Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Administrator Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Administrator exam dumps**, the BraindumpsPass.com Marketing-Cloud-Administrator exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Administrator dumps with Test Engine here:

<https://www.braindumpspass.com/Salesforce/Marketing-Cloud-Administrator-practice-exam-dumps.html> (166 Q&As Dumps, **40%OFF** Special Discount: **Exam-Tests**)

NEW QUESTION: 47

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.

Which two settings should be selected before the admin can configure the Holdback percentage?

Choose 2 answers

- A. Data Extension entry source
- B. Journey re-entry settings
- C. Run Once schedule type
- D. Winner evaluation

Answer: ([SHOW ANSWER](#))

Explanation

Run Once schedule type and Winner evaluation are two settings that should be selected before the admin can configure the Holdback percentage. Path Optimizer is a feature that allows marketers to test different paths in a journey and select a winner based on a specific metric. To use Path Optimizer, the admin needs to select a schedule type of Run Once, which means the journey will run only once for a single batch of contacts. The admin also needs to select a winner evaluation, which determines how long the test will run and how the winner will be chosen. After selecting these settings, the admin can configure the Holdback percentage, which is the percentage of contacts that will not enter any path until a winner is selected

NEW QUESTION: 48

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

Answer: B,D ([LEAVE A REPLY](#))

Explanation

To troubleshoot the issue with their sends, NTO can use the following links in Setup Home:

- * Failed Sends³. This page shows the details of any sends that failed to complete due to errors or issues with the send definition or data extension³.
- * System Status⁴. This page shows the current status and performance of Marketing Cloud and its features, such as Email Studio, Journey Builder, and Automation Studio⁴. The other options are not relevant for troubleshooting send issues because:
- * Create Support Case⁵. This link allows NTO to create a case with Salesforce Support for any technical issues or questions they have with Marketing Cloud. However, this is not a direct way to troubleshoot their own send issues.
- * Help and Training. This link allows NTO to access various resources and guides for learning and using Marketing Cloud. However, this is not a specific way to troubleshoot their own send issues.

NEW QUESTION: 49

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

Answer: B,D,E ([LEAVE A REPLY](#))

Explanation

Validate will check if words or phrases used may trigger spam filters, if correct syntax is used on any AMPScript in the email's code, and if personalization strings map to attributes or data extension fields. A is incorrect because Validate will not check if each content area specified in a dynamic content rule exists. C is incorrect because Validate will not check grammar and spelling in the email text.

NEW QUESTION: 50

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- * Emails will be built using a custom dynamic template for these messages.
- * Links will vary over time and across campaigns.
- * Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
- * Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

- A.** AMPscript
- B.** SSJS
- C.** SQL
- D.** HTML

Answer: A ([LEAVE A REPLY](#))

Explanation

AMPscript is the skill set that the customer team needs to possess in order for this solution to be viable.

AMPscript is a scripting language that allows marketers to create personalized and dynamic content for emails, landing pages, mobile messages, and more. AMPscript can be used to retrieve data from data extensions, track click activity, populate content areas, and apply conditional logic based on regional market or other attributes.

NEW QUESTION: 51

A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email

#1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date. Email #3 will be sent on the member's renewal date. A master audience is updated in real time via the API. Which steps should be included in the customer's automation?

- A. Three Filter Activities > three Send Activities to the filtered audiences.
- B. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- C. Three Send Activities to the master data extension.
- D. Import File Activity > three Send Activities to the master data extension.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 52

Which three options determine when a contact could enter a journey?

Choose 3 answers.

- A. Re-entry at any time
- B. Re-entry by attribute
- C. Re-entry by date
- D. No re-entry
- E. Re-entry only after exiting

Answer: (SHOW ANSWER)

Explanation

Re-entry at any time, no re-entry, and re-entry only after exiting are the options that determine when a contact could enter a journey. These options are available in the journey settings and control how often a contact can enter the same journey based on their previous entry or exit status. Re-entry by attribute and re-entry by date are not valid options for journey re-entry.

NEW QUESTION: 53

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- A. Configure the business unit data retention setting to 12 months
- B. Configure the Enterprise-wide default retention to one year
- C. Set inactive data to be automatically cleared after one year, but is recoverable
- D. Apply a Row Based Retention to each data extension as it is created, set to 12 months

Answer: D ([LEAVE A REPLY](#))

Explanation

Apply a Row Based Retention to each data extension as it is created, set to 12 months is the action that should be taken. Row Based Retention is a setting that allows marketers to specify how long records in a data extension should be retained based on their creation or modification date. By applying a Row Based Retention of 12 months to each data extension, any inactive data that is older than 12 months will be automatically deleted from the data extension

NEW QUESTION: 54

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet. Individuals should only be allowed to enter once, and the winner will be selected randomly. All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution?

Choose 2 answers

- A.** Microsite with Web Collect to store entrants on a data extension.
- B.** Microsite with Smart Capture to store entrants on a data extension.
- C.** Send Email Activity with a link to a subscription center.
- D.** Data Extension with double opt-in status defined.

Answer: ([SHOW ANSWER](#))

Explanation

Microsite with Smart Capture to store entrants on a data extension is the correct component for capturing the contact information of the booth visitors. Smart Capture allows creating a form that can validate the entries and prevent duplicates. Data Extension with double opt-in status defined is the correct component for storing the entrants and their opt-in status. Double opt-in is a best practice for email marketing and ensures that the entrants have given their consent to receive the monthly newsletter.

NEW QUESTION: 55

Northern Trails Outfitters uses Doubleclick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A.** Interaction Studio
- B.** Datorama
- C.** Google Marketing Platform
- D.** Einstein AI

Answer: **B** ([LEAVE A REPLY](#))

NEW QUESTION: 56

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A.** Selected SFTP folder
- B.** Original SFTP folder
- C.** Target Data Extension
- D.** Safehouse

Answer: D ([LEAVE A REPLY](#))

Explanation

To resolve the issue of the encrypted file being decrypted after the File Transfer Activity completes, the decrypted data would be in the original SFTP folder. The File Transfer Activity can be configured to decrypt an encrypted file using a decryption key provided by NTO. The decrypted file will be placed in the same location as the encrypted file on the SFTP site. The other options are incorrect because:

- * Selected SFTP folder. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not allow NTO to select a different SFTP folder for the decrypted file. The decrypted file will be placed in the same location as the encrypted file on the SFTP site.
- * Target Data Extension. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not import data into a data extension. The File Transfer Activity only moves files from one location to another, such as from an FTP site to the Safehouse or from the Safehouse to a data extension. To import data into a data extension, NTO needs to use an Import File Activity.
- * Safehouse. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not move files to the Safehouse when decrypting them. The File Transfer Activity only moves files to the Safehouse when encrypting them or when transferring them from an
- * external FTP site to Marketing Cloud. The Safehouse is a temporary storage location within Marketing Cloud that can be used for staging files before importing them into a data extension.

NEW QUESTION: 57

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys.

Which two Marketing Cloud features will support this effort?

Choose 2 answers

- A.** Content Builder
- B.** Cloud Pages
- C.** Data Designer
- D.** Web Analytics Connector

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 58

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

Answer: A ([LEAVE A REPLY](#))

Explanation

To assist in reducing threats from malicious API attacks, NTO should enable IP Whitelisting³. IP Whitelisting is a security feature that allows NTO to specify a list of trusted IP addresses that can access Marketing Cloud via API. Any API requests from IP addresses that are not on the whitelist will be rejected. This way, NTO can prevent unauthorized or malicious API access to their Marketing Cloud account. The other options are incorrect because:

- * Field Level Encryption. This is a security feature that encrypts specific fields in data extensions using
 - * encryption keys managed by NTO. However, this feature does not prevent malicious API attacks; it only protects data at rest in Marketing Cloud from unauthorized access.
- * Advanced Audit Trail. This is a security feature that tracks and logs user activity and changes within Marketing Cloud. However, this feature does not prevent malicious API attacks; it only provides visibility and accountability for user actions in Marketing Cloud.
- * Single Sign on Authentication. This is a security feature that allows users to log in to Marketing Cloud using their credentials from an external identity provider. However, this feature does not prevent malicious API attacks; it only simplifies and standardizes user authentication for Marketing Cloud.

NEW QUESTION: 59

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- A. Content Creator and Marketing Cloud Viewer
- B. Analyst and Marketing Cloud Viewer
- C. Data Manager and Analyst

Answer: B ([LEAVE A REPLY](#))

Explanation

To give the marketing analyst access to all tracking data but no send activities, the admin should apply the Analyst and Marketing Cloud Viewer default user roles. The Analyst role allows the user to view tracking data, reports, and dashboards for all channels. The Marketing Cloud Viewer role allows the user to view content, subscribers, and data extensions, but not modify or send them

NEW QUESTION: 60

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.** Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.
- C.** Building desirable sending history and data will be variable based on list size and engagement.
- D.** Sending in large volumes will alert ISPs the new IP Address is now in use.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 61

Northern Trail Outfitters has Marketing Cloud users who need data extension View and Update permissions for campaigns related to B3C sales, but not any permissions for campaigns related to B2B sales.

How should they accomplish this?

- A.** Create a new business unit
- B.** Create separate folders and add permissions
- C.** Create a shared data extension
- D.** Update data extension object level permissions

Answer: ([SHOW ANSWER](#)**)**

Valid Marketing-Cloud-Administrator Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Administrator Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Administrator exam dumps**, the BraindumpsPass.com Marketing-Cloud-Administrator exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Administrator dumps with Test Engine here:

<https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Administrator-practice-exam-dumps.html> (**166 Q&As Dumps, 40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 62

A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete the request?

- A.** Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.
- B.** Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- C.** Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
- D.** Automation Studio: Create a Report Activity to run every seven days.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 63

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 has too many characters
- B.** Keyword fails to meet content standards
- C.** Keyword is a reserved word
- D.** Keyword is used within another business unit

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 64

What should be confirmed to ensure Journey Builder directs the subscribers correctly?

- A.** Entry Source attributes are available in Journey Settings.
- B.** Journey Data is used for the Decision Split.
- C.** Filter Contacts are enabled to refine the audience.
- D.** Contract Data is used for the Decision Split.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 65

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication.

What would be achieved with SAP?

- A.** Image URLs are wrapped with the appropriate brand URL
- B.** The out-of-the-box profile center will display NTO branding
- C.** A different click domain can be used for each brand
- D.** A Dedicated IP is automatically warmed up

Answer: A ([LEAVE A REPLY](#))

Explanation

The Sender Authentication Package (SAP) allows the image URLs to be wrapped with the appropriate brand URL, which enhances the branding and deliverability of the emails. The SAP does not affect the profile center branding, the click domain, or the IP warming.

NEW QUESTION: 66

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilized to make this happen?

- A. Publication Lists
- B. Profile Center
- C. Send Logging
- D. Subscriber Keys

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 67

Which two statements are correct about Send Logging?

Choose 2 answers

- A. Send Log data extensions are archived automatically based on retention settings.
- B. SQL Query Activities can reference Send Logs in combination with system data views.
- C. A business unit can support up to three Send Logs.
- D. AMP script can be used to pull data from Send Logs for use within emails.

Answer: B,C ([LEAVE A REPLY](#))

Explanation

SQL Query Activities can reference Send Logs in combination with system data views and a business unit can support up to three Send Logs. These statements are correct about Send Logging, which is a feature that allows marketers to capture additional information about email sends that are not available in standard reports or data view

NEW QUESTION: 68

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Ensure all available data is included.
- B. Ensure every data source has a sendable field.
- C. Remove nonessential data for marketing purposes.
- D. Normalize data and fields to prevent redundancy.

E. Identify and assign appropriate keys to tie records together.

Answer: C,D,E ([LEAVE A REPLY](#))

NEW QUESTION: 69

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 & Mobile Analytics

Answer: B ([LEAVE A REPLY](#))

Explanation

The Collect Tracking code is a JavaScript code that is added to a website to capture and send user behavior data to Marketing Cloud. This data is stored in data extensions and can be used for Einstein Recommendations¹

NEW QUESTION: 70

A Marketing Cloud admin has been asked to get the last 30 days of Bounce data from their account.

What should the admin use to get granular bounce data in bulk in a pre-defined format?

A. CSV download of bounce data in My Tracking

B. Automation Studio Tracking Extract

C. Automation Studio Query Activity

D. Discover Deliverability Complaint Rate Report

Answer: ([SHOW ANSWER](#))

Explanation

Automation Studio Tracking Extract is what the admin should use to get granular bounce data in bulk in a pre-defined format. Tracking Extract is a type of data extract activity that allows marketers to export tracking data from Marketing Cloud, such as bounces, clicks, opens, unsubscribes, and more. Tracking Extract can be configured to include specific fields and filters, such as date range, send type, or job ID. Tracking Extract can be run manually or scheduled via Automation Studio. The output file is in a CSV format that can be downloaded or transferred to an external location

NEW QUESTION: 71

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

Answer: ([SHOW ANSWER](#))

Explanation

When using a filename pattern for a File Drop Automation trigger, the import File Activity should use

%%FILENAME_FROM_TRIGGER%% as the file name. This ensures that the import activity will use the same file name as the trigger, regardless of the date stamp or other variations

NEW QUESTION: 72

Analyst of The Northern Trail Outfitters(NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

- * Number of Sends
- * Delivery Rate
- * Overall Bounce Rate
- * Block Bounce Rate
- * Open Rate
- * Click Rate
- * Complaint Rate
- * Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A.** Account Send Summary Report
- B.** Campaign Email Tracking Report
- C.** Email Send Report
- D.** Email Performance Over Time Report

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 73

Northern Trail Outfitters has the Discover Reporting Tool.

Which two report types could help them drive mobile adoption strategy?

Choose 2 answers

- A.** Time Between Send and Engagement
- B.** Email Performance by Device
- C.** Email Sending Performance Report
- D.** Deliverability Complaint Rate

Answer: ([SHOW ANSWER](#))

Explanation

The Time Between Send and Engagement report shows how long it takes for subscribers to open or click an email after it is sent, which can help optimize the send time for mobile users. The Email Performance by Device report shows how subscribers interact with emails on different devices, such as desktops, tablets, or phones, which can help design responsive emails for mobile users.

NEW QUESTION: 74

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters.

How could the Marketing Cloud admin address this issue?

- A. Ensure employees have opted in to the test email list or data extension
- B. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter
- C. Ask employees to use personal email addresses instead of corporate email addresses
- D. Import employee email addresses into All Subscribers with an "Active status"

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 75

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers.

They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- B. IP ramp -up can be bypassed, given their historical lack of deliverability issues.
- C. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- D. IP ramp -up is important to establish a positive sender reputation.

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 76

What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?

- A. Preference Center link and physical mailing address
- B. Business name and a link to the business website
- C. Business name and physical mailing address
- D. Preference Center link and a link to the business website

Answer: A ([LEAVE A REPLY](#))

Explanation

To comply with CAN-SPAM regulations for each commercial send, the admin should ensure that their emails contain a preference center link and a physical mailing address¹.

A preference center link is a link that allows subscribers to manage their subscription preferences and opt out of receiving future emails from NTO. A physical mailing address is an address that identifies NTO's location and contact information. These elements are required by CAN-SPAM for any email that promotes a commercial product or service¹. The other options are incorrect because:

- * Business name and a link to the business website. These elements are not required by CAN-SPAM for each commercial send, although they may be useful for branding and marketing purposes. CAN-SPAM only requires that NTO clearly identifies themselves as the sender of the email and provides a valid reply-to address¹.

- * Business name and physical mailing address. These elements are partially correct, as CAN-SPAM requires NTO to include their business name and physical mailing address in each commercial send¹. However, they are not sufficient, as CAN-SPAM also requires NTO to include a preference center link or another easy way for subscribers to opt out of receiving future emails¹.

- * Preference center link and a link to the business website. These elements are partially correct, as CAN-SPAM requires NTO to include a preference center link or another easy way for subscribers to opt out of receiving future emails in each commercial send¹. However, they are not sufficient, as CAN-SPAM also requires NTO to include their physical mailing address in each commercial send¹.

Valid Marketing-Cloud-Administrator Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Administrator Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Administrator exam dumps**, the BraindumpsPass.com Marketing-Cloud-Administrator exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Administrator dumps with Test Engine here:

<https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Administrator-practice-exam-dumps.html> (166 Q&As Dumps, **40%OFF** Special Discount: **Exam-Tests**)

NEW QUESTION: 77

Setup Assistant provides information and resources for configuring a new Marketing Cloud account.

Which two topics does Setup Assistant cover?

Choose 2 answers

- A. Enabling Mobile Connect
- B. Managing the Enhanced SFTP
- C. Configuring Journey Builder
- D. Setting up the Data Structure

Answer: (SHOW ANSWER)

Explanation

Setup Assistant covers the following two topics:

Setting up the Data Structure. This topic provides information and resources for configuring the data structure in Marketing Cloud, such as creating data extensions, importing data, setting up data retention policies, and managing subscriber status.

Enabling Mobile Connect. This topic provides information and resources for enabling Mobile Connect in Marketing Cloud, such as creating keywords, setting up short codes or long codes, creating text messages, and sending text messages. The other options are incorrect because:

Configuring Journey Builder. This is not a topic that Setup Assistant covers, as Journey Builder is a product that allows NTO to create and manage customer journeys across various channels, such as email, mobile, social, or advertising. However, Setup Assistant does not provide information or resources for configuring Journey Builder; it only provides information or resources for configuring Marketing Cloud products that are included in the core subscription.

Managing the Enhanced SFTP. This is not a topic that Setup Assistant covers, as Enhanced SFTP is a feature that allows NTO to securely transfer files between Marketing Cloud and external systems using SFTP protocol. However, Setup Assistant does not provide information or resources for managing the Enhanced SFTP; it only provides information or resources for managing Marketing Cloud products that are included in the core subscription.

NEW QUESTION: 78

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account?

Choose 2 answers

- A. General tracking data at the job level
- B. Contact data in sendable data extensions
- C. Contact-specific data at the job level
- D. Contact data in non-sendable data extensions

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 79

While setting up Marketing Cloud Connect, a Marketing Cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:

- Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud user. Contact your system administrator The admin notices the Marketing Cloud for

AppExchange Admin option is selected when looking at the user settings What action should correct the issue?

- A. Apply the Marketing Cloud for AppExchange User option as well
- B. Reset all passwords to force new tokens
- C. Apply the appropriate user mappings in the CRM configuration
- D. Apply the administrator and Marketing Cloud Administrator permission sets to user

Answer: (SHOW ANSWER)

Explanation

To correct the issue of not being designated as an integrated Marketing Cloud user, the admin should apply the administrator and Marketing Cloud Administrator permission sets to the user. The administrator permission set grants the user access to all standard objects and settings in Sales Cloud, while the Marketing Cloud Administrator permission set grants the user access to Marketing Cloud Connect features and settings in Sales Cloud. These permission sets are required for completing the integration between Sales Cloud and Marketing Cloud. The other options are incorrect because:

- * Apply the Marketing Cloud for AppExchange User option as well. This option will not correct the issue, as it only grants the user access to Marketing Cloud Connect features in Marketing Cloud, not in Sales Cloud. The user also needs access to Marketing Cloud Connect features in Sales Cloud to complete the integration.
- * Reset all passwords to force new tokens. This option will not correct the issue, as it only affects the authentication tokens for API users, not for integrated users. The user needs to be designated as an integrated user before they can use their credentials to log in to Marketing Cloud from Sales Cloud.
- * Apply the appropriate user mappings in the CRM configuration. This option will not correct the issue, as it only affects how users are mapped between Sales Cloud and Marketing Cloud based on their email addresses or usernames. The user needs to be designated as an integrated user before they can be mapped between the two systems.

NEW QUESTION: 80

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

What should the admin confirm about the data extension?

- A. The relationship links Subscriber Key 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 triggered Send Data Extension data extension template was used.

Answer: C (LEAVE A REPLY)

Explanation

To ensure Individual Email Results are pushed back into Sales Cloud for a particular send, the admin should confirm that the data extension is located in the Salesforce Data

Extensions folder. The Salesforce Data Extensions folder is a special folder that contains data extensions that are integrated with Salesforce CRM via Marketing Cloud Connect. Only data extensions in this folder can be used for sending emails with Individual Email Results tracking enabled. The other options are incorrect because:

- * The send relationship links Subscriber Key to Subscribers on Email Address. This is a setting that defines how subscribers are identified and matched between a sendable data extension and All Subscribers. However, this setting does not affect whether Individual Email Results are pushed back into Sales Cloud; it only affects how email addresses and subscription statuses are updated in Marketing Cloud.

- * The data extension is located in the Synchronized Data Extensions folder. The Synchronized Data Extensions folder is a special folder that contains data extensions that are synchronized from Salesforce CRM via Marketing Cloud Connect. However, these data extensions cannot be used for sending emails directly; they can only be used as sources for filtered or query-based data extensions.

- * The triggered Send Data Extension data extension template was used. This is a predefined data extension template that contains a set of standard fields for logging triggered send data. However, this template does not affect whether Individual Email Results are pushed back into Sales Cloud; it only

- * affects what information is stored in Marketing Cloud.

NEW QUESTION: 81

Which two statements are correct about Send Logging?

Choose 2 answers

- A. Send Log data extensions are archived automatically based on retention settings.
- B. AMP script 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.

Answer: C,D (LEAVE A REPLY)

Explanation

SQL Query Activities can reference Send Logs in combination with system data views and a business unit can support up to three Send Logs. These statements are correct about Send Logging, which is a feature that allows marketers to capture additional information about email sends that are not available in standard reports or data view

NEW QUESTION: 82

Northern Trail Outfitters wants to expand their use of Marketing Cloud to business users who spend their day in Sales Cloud, without granting access to Marketing Cloud directly. What feature should be used?

- A. Marketing Cloud Connect
- B. Distributed Marketing
- C. Distributed Sending

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 83

A Marketing Cloud admin has been asked to update their Marketing Cloud SFTP password. Where in Setup could they accomplish this task?

- A. Company Settings
- B. Feature Settings
- C. Security
- D. Data Management

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 84

Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year. What action should be taken to populate the Einstein Engagement Scoring Dashboard?

- A. Click Deploy and results are available immediately
- B. Select the channels (Emails, Push, SMS) to report on then click Activate
- C. Click Activate and wait for an email notification
- D. Select one of the Predictive Algorithms then click Deploy

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 85

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses. Where could the details be found?

- A. Run a Bounce Email Report
- B. Run an Account Send Summary Report
- C. Query the Bounce Data View
- D. Query the Send Log

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 86

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. Field Level Encryption
- B. Advanced Audit Trail
- C. Single Sign on Authentication
- D. IP Allowlist

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 87

A Marketing Cloud admin has been asked to update their Marketing Cloud SFTP password. Where in Setup could they accomplish this task?

- A. Company Settings
- B. Feature Settings
- C. Data Management
- D. Security

Answer: C ([LEAVE A REPLY](#))

Explanation

Data Management is where in Setup they could accomplish this task. Data Management is a section in Setup that allows marketers to manage their data sources, imports, exports, and transfers in Marketing Cloud. Data Management includes a subsection called FTP Accounts, where marketers can create and manage their SFTP users and passwords for secure file transfers.

NEW QUESTION: 88

What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?

- A. Preference Center link and a link to the business website
- B. Preference Center link and physical mailing address
- C. Business name and a link to the business website
- D. Business name and physical mailing address

Answer: ([SHOW ANSWER](#))

Explanation

To comply with CAN-SPAM regulations for each commercial send, the admin should ensure that their emails contain a preference center link and a physical mailing address¹. A preference center link is a link that allows subscribers to manage their subscription preferences and opt out of receiving future emails from NTO. A physical mailing address is an address that identifies NTO's location and contact information. These elements are required by CAN-SPAM for any email that promotes a commercial product or service¹. The other options are incorrect because:

Business name and a link to the business website. These elements are not required by CAN-SPAM for each commercial send, although they may be useful for branding and marketing purposes. CAN-SPAM only requires that NTO clearly identifies themselves as the sender of the email and provides a valid reply-to address¹.

Business name and physical mailing address. These elements are partially correct, as CAN-SPAM requires NTO to include their business name and physical mailing address in each commercial send¹. However, they are not sufficient, as CAN-SPAM also requires NTO to include a preference center link or another easy way for subscribers to opt out of receiving future emails¹.

Preference center link and a link to the business website. These elements are partially correct, as CAN-SPAM requires NTO to include a preference center link or another easy

way for subscribers to opt out of receiving future emails in each commercial send¹. However, they are not sufficient, as CAN-SPAM also requires NTO to include their physical mailing address in each commercial send¹.

NEW QUESTION: 89

Northern Trail Outfitters uses Parameter Manager to automatically tag links, They want to include a Campaign Identifier to the links within a specific campaign message.

At which level should the utm_campaign value be configured?

- A.** Subscriber
- B.** Email
- C.** Link
- D.** Account

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 90

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- A.** Apply a Row Based Retention to each data extension as it is created, set to 12 months
- B.** Set inactive data to be automatically cleared after one year, but is recoverable
- C.** Configure the business unit data retention setting to 12 months
- D.** Configure the Enterprise wide default retention to one year

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 91

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.

Which feature should they use?

- A.** Tokenized Sending
- B.** Field Level Encryption
- C.** Lookup reference to Contact Object
- D.** Master-detail relationship to Contacts

Answer: ([SHOW ANSWER](#)**)**

Explanation

To avoid storing email addresses or phone numbers within Marketing Cloud, NTO should use Tokenized Sending². Tokenized Sending is a feature that allows NTO to send emails or SMS messages using encrypted tokens instead of actual email addresses or phone numbers. The tokens are generated by an external system and stored in a secure database outside of Marketing Cloud. When NTO sends an email or SMS message, Marketing Cloud sends the token to the external system, which decrypts it and returns the

actual email address or phone number. This way, NTO can avoid storing sensitive information in Marketing Cloud. The other options are incorrect because:

- * Field Level Encryption. This is a feature that encrypts specific fields in data extensions using encryption keys managed by NTO. However, this feature does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only encrypts them within data extensions.
- * Lookup reference to Contact Object. This is a method that allows NTO to use a lookup field in a data extension to reference a contact attribute from the Contact Object in Contact Builder. However, this method does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only reduces the duplication of data across data extensions.
- * Master-detail relationship to Contacts. This is a type of relationship that allows NTO to link a data extension to the Contacts data model in Contact Builder. However, this type of relationship does not prevent NTO from storing email addresses or phone numbers in Marketing Cloud; it only enables them to use contact attributes for personalization and segmentation.

Valid Marketing-Cloud-Administrator Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Administrator Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Administrator exam dumps**, the BraindumpsPass.com Marketing-Cloud-Administrator exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Administrator dumps with Test Engine here:

<https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Administrator-practice-exam-dumps.html> (166 Q&As Dumps, **40%OFF** Special Discount: **Exam-Tests**)

NEW QUESTION: 92

Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com). Which steps should be taken to implement this?

Choose 2 answers

- A. Enforce Export Email Whitelist
- B. Edit the entity Verification Settings
- C. Enable IP Whitelisting
- D. Add a Domain to the Export Email Whitelist

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 93

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

Answer: D ([LEAVE A REPLY](#))

Explanation

To link the new data extensions to the existing contact records, the subscriber ID value should be used.

Subscriber ID is a unique identifier for each contact in Marketing Cloud and is automatically generated when a contact is created. It can be used to relate data extensions in Data Designer.

NEW QUESTION: 94

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose

2 answers

- A. A custom text version will be sent with your HTML email.
- B. Open and click activity are tracked in either version.
- C. The email will avoid detection by various SPAM filters.
- D. An auto-generated text version will be sent with your HTML email.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 95

To prevent retention of stagnant data, Northern Trail Outfitters (NTO) wants any inactive data stored in data extensions to be cleared after 12 months.

What action should NTO take?

- A. Set inactive date to be automatically cleared after one year, but is recoverable
- B. Configure the Enterprise wide default retention to one year
- C. Configure the business unit data retention setting to 12 months
- D. Apply a row based retention to each data extension as it is created, set to 12 months

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 96

A Marketing Cloud admin wants to create an SFTP User for the first time.

Which two considerations should be taken when configuring an SFTP User? Choose 2 answers

- A. Once created, the user will need to be activated in order to use the SFTP.
- B. By default, the username is the MID for the current Marketing Cloud MID.

- C. By default, the password will be the password of the logged-in user.
- D. Minimum password length is 12 characters.

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 97

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM.

However, they only want to sync records they would be able to send to reducing the amount of data being brought over.

Which two filtering options could be used when configuring the Contact synced object?

Choose 2 answers

- A. Select all records which are active in All Subscribers
- B. Select all records where HasOptedOutofEmail is FALSE
- C. Select all records which have opened an email in the past six months
- D. Select all records with an email address

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 98

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 Allowlist
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Answer: A ([LEAVE A REPLY](#))

Explanation

IP Allowlist is the feature that NTO should enable to assist in reducing threats from malicious API attacks. IP Allowlist is a feature that restricts API access to Marketing Cloud from a specific set of IP addresses. By creating an IP Allowlist, NTO can ensure that only authorized users or applications can access their Marketing Cloud account via API

NEW QUESTION: 99

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the implementation Consultant recommend?

Choose 2 answers.

- A. Use Data Designer to link student and alumni data to the contact record.
- B. Create an Import Activity to import alumni data into Salesforce Report.

C. Create list attributes to store student data from the Sales Cloud.

D. Use Synchronized Data Sources to data from the Sales Cloud.

Answer: A,D ([LEAVE A REPLY](#))

Explanation

The correct answer is A and D because Data Designer can be used to link data from different sources to the contact record, and Synchronized Data Sources can be used to bring data from Sales Cloud into Marketing Cloud. B is incorrect because Import Activity cannot import data from a Salesforce Report. C is incorrect because list attributes are not related to Sales Cloud data.

NEW QUESTION: 100

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

A. Selected SFTP folder

B. Original SFTP folder

C. Target Data Extension

D. Safehouse

Answer: ([SHOW ANSWER](#))

Explanation

To resolve the issue of the encrypted file being decrypted after the File Transfer Activity completes, the decrypted data would be in the original SFTP folder. The File Transfer Activity can be configured to decrypt an encrypted file using a decryption key provided by NTO. The decrypted file will be placed in the same location as the encrypted file on the SFTP site. The other options are incorrect because:

Selected SFTP folder. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not allow NTO to select a different SFTP folder for the decrypted file. The decrypted file will be placed in the same location as the encrypted file on the SFTP site.

Target Data Extension. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not import data into a data extension. The File Transfer Activity only moves files from one location to another, such as from an FTP site to the Safehouse or from the Safehouse to a data extension. To import data into a data extension, NTO needs to use an Import File Activity.

Safehouse. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not move files to the Safehouse when decrypting them. The File Transfer Activity only moves files to the Safehouse when encrypting them or when transferring them from an external FTP site to Marketing Cloud. The Safehouse is a temporary storage location within Marketing Cloud that can be used for staging files before importing them into a data extension.

NEW QUESTION: 101

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

- A. Move the File Transfer to its own automation and include a notification email address
- B. Move the Import definition to its own automation and include a notification email address
- C. Update the Import definition to include a notification email address
- D. Update the automation to include a notification email address for Runtime Errors

Answer: C (LEAVE A REPLY)

Explanation

Update the Import definition to include a notification email address is how the admin could receive a file of the bad data rows to confirm this theory. Import definition is a type of activity that allows marketers to import data from a file into a data extension or a list in Marketing Cloud. Import definition can be configured to include a notification email address that will receive an email with a link to download a file of the bad data rows after the import is completed. The file will contain the rows that failed to import and the reason for the failure

NEW QUESTION: 102

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

- A. A custom text version will be sent with your HTML email.
- B. An auto-generated text version will be sent with your HTML email.
- C. The email will avoid detection by various SPAM filters.
- D. Open and click activity are tracked in either version.

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 103

Northern Trail Outfitters has Marketing Cloud users who need data extension View and Update permissions for campaigns related to B3C sales, but not any permissions for campaigns related to B2B sales.

How should they accomplish this?

- A. Create separate folders and add permissions
- B. Create a new business unit
- C. Create a shared data extension
- D. Update data extension object level permissions

Answer: A (LEAVE A REPLY)

NEW QUESTION: 104

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

What is the best way to facilitate this within Contact Builder?

- A.** Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- B.** Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- C.** Create three distinct Attribute Groups that link each data extension directly to Contacts.
- D.** Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.

Answer: ([SHOW ANSWER](#))

Explanation

Creating a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders is the best way to facilitate this within Contact Builder. This way, NTO can create a single data model that connects all the relevant data extensions and allows accessing customer data across different attributes.

Creating three distinct Attribute Groups that link each data extension directly to Contacts is not correct, as it does not establish the relationships between Customers, Orders, and Products. Creating three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders is not correct, as it creates unnecessary duplication of data models. Creating a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers is not correct, as it does not reflect the logical hierarchy of the data extensions.

NEW QUESTION: 105

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

- A.** Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- B.** The consultant should enable deep linking in Marketing Cloud Connect configuration.
- C.** The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.
- D.** Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

Answer: A,C ([LEAVE A REPLY](#))

Explanation

Each user should have a one-to-one relationship between Marketing Cloud and Sales Cloud to send emails from Sales Cloud, and the Create Email feature should be enabled on the user profile to allow users to create emails in Sales Cloud. B is incorrect because deep linking is not related to creating and sending emails from Sales Cloud. D is incorrect

because Sales Cloud users do not need to have System Administrator Profile and a Role at the top of the Role Hierarchy to send emails from Sales Cloud.

NEW QUESTION: 106

A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement.

What consideration should be given to the preference profile centers for this integration?

- A.** Profile/Preference centers are automatically created for each business unit connected through Multi-org
- B.** Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.
- C.** Multi org does not support the standard profile preference center for the business units.
- D.** Branding for each business units' profile centers will be inherited from the default business unit setup.

Answer: C ([LEAVE A REPLY](#))

Valid Marketing-Cloud-Administrator Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Administrator Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Administrator exam dumps**, the BraindumpsPass.com Marketing-Cloud-Administrator exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Administrator dumps with Test Engine here:

<https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Administrator-practice-exam-dumps.html> (166 Q&As Dumps, **40%OFF** Special Discount: **Exam-Tests**)

NEW QUESTION: 107

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts.

Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

- A.** Bitly URL Shortener
- B.** Facebook ad manager
- C.** Login detail for each social media account
- D.** Google URL Shortener

Answer: (SHOW ANSWER)

Explanation

The two prerequisites for configuring Social Studio to manage NTO's social media accounts are:

Bitly URL Shortener. This is a service that allows NTO to shorten and customize the URLs that they share on their social media posts. Bitly URL Shortener can also provide analytics and insights on the performance of the URLs, such as clicks, impressions, and conversions². NTO needs to have a Bitly account and connect it to Social Studio before they can use Bitly URL Shortener for their social media posts.

Login details for each social media account. These are the credentials that NTO needs to access and manage their social media accounts, such as Facebook, Twitter, Instagram, or YouTube. NTO needs to have login details for each social media account and connect them to Social Studio before they can use Social Studio to create and publish social media posts. The other options are incorrect because:

Facebook ad manager. This is a tool that allows NTO to create and manage advertising campaigns on Facebook and its partner platforms, such as Instagram or Messenger. Facebook ad manager can also provide analytics and insights on the performance of the campaigns, such as reach, impressions, and conversions³. However, this is not a prerequisite for configuring Social Studio to manage NTO's social media accounts; it is an optional feature that NTO can use if they want to run paid ads on Facebook or its partner platforms.

Google URL shortener. This is a service that allows NTO to shorten and customize the URLs that they share on their social media posts. Google URL shortener can also provide analytics and insights on the performance of the URLs, such as clicks, impressions, and conversions⁴. However, this is not a prerequisite for configuring Social Studio to manage NTO's social media accounts; it is an alternative service that NTO can use instead of Bitly URL Shortener.

NEW QUESTION: 108

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

Answer: B ([LEAVE A REPLY](#))

Explanation

From Address Management is where a Marketing Cloud admin can view all verified email addresses. This feature allows you to manage sender authentication for your email sends by verifying your from addresses and domains.

NEW QUESTION: 109

Which three statements should be considered before using Goals in Journey Builder?

Choose 3 answers

- A. Goal target statistics are stored in a data extension.
- B. Goals are created to evaluate journey performance.

- C. Goals can act as exit criteria.
- D. Contacts are evaluated against the goal after a wait activity.
- E. Each contact is assigned an individual goal.

Answer: (SHOW ANSWER)

Explanation

The three statements that should be considered before using Goals in Journey Builder are: Goals are created to evaluate journey performance. This statement is true, as goals are used to measure how well a journey is achieving its desired outcome or objective. Goals can also help NTO to optimize their journey by identifying which activities or paths are more effective in reaching the goal¹.

Goals can act as exit criteria. This statement is true, as goals can be configured to exit contacts from a journey when they meet the goal criteria. This can help NTO to save resources and avoid sending irrelevant messages to contacts who have already achieved the desired outcome or objective¹.

Contacts are evaluated against the goal after a wait activity. This statement is true, as contacts are only evaluated against the goal when they reach a wait activity in the journey. Wait activities are used to pause the journey for a specified amount of time or until a specific date or event occurs. After the wait period ends, contacts are evaluated against the goal and either exit the journey or continue to the next activity

NEW QUESTION: 110

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

Answer: A,C (LEAVE A REPLY)

Explanation

To use Einstein to recommend similar items to customers during the checkout process, NTO needs to add two types of code to their website: Collect Code and Conversion/Cart Code². Collect Code tracks customer behavior and preferences on the website, while Conversion/Cart Code tracks purchases and cart additions². Recommendation Code is used to display product recommendations on the website, not during the checkout process². Email Conversion Code is used to track conversions from email campaigns, not from website visits².

NEW QUESTION: 111

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A.** NTO requires SSL certificate configurations for Content Builder and Portfolio images
- B.** Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns
- C.** Multiple brand logos must be accommodated in an email header
- D.** A new sender profile needs to be leveraged for sending transactional emails

Answer: B ([LEAVE A REPLY](#))

Explanation

The admin should create separate business units for each of NTO's brands when brand-specific private domains need to be leveraged when wrapping images and links in email campaigns. A private domain is a domain name that NTO owns and uses for their email sends, such as email.nto.com. A private domain can be used to wrap images and links in emails to improve deliverability and branding. However, a private domain can only be associated with one business unit in Marketing Cloud, so NTO needs to create separate business units for each brand that requires a different private domain². The other options are incorrect because:

NTO requires SSL certificate configurations for Content Builder and Portfolio images. This is not a reason to create separate business units for each brand, as SSL certificate configurations can be applied at the account level or the business unit level. SSL certificates are used to secure the connection between NTO's web server and their subscribers' browsers, and can be applied to Content Builder or Portfolio images to ensure they are delivered over HTTPS³.

Multiple brand logos must be accommodated in an email header. This is not a reason to create separate business units for each brand, as multiple brand logos can be accommodated in an email header using dynamic content or AMPscript. Dynamic content or AMPscript are features that allow NTO to display different content in their emails based on subscriber attributes or data extension fields⁴.

A new sender profile needs to be leveraged for sending transactional emails. This is not a reason to create separate business units for each brand, as a new sender profile can be created and leveraged within the same business unit. A sender profile is a configuration that defines the sender information for an email, such as the from name, from address, reply address, and sender classification⁵.

NEW QUESTION: 112

Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists.

How should the user be updated to allow the analyst the appropriate access?

- A.** Remove Marketing Cloud Viewer

- B. Add Marketing Cloud Security Administrator
- C. Remove Marketing Cloud Channel manager
- D. Add Distributed Sending user

Answer: A (LEAVE A REPLY)

Explanation

Removing Marketing Cloud Viewer role from the user would allow the analyst to import contact lists. The Marketing Cloud Viewer role is a read-only role that prevents users from performing any actions on data or content. The Marketing Cloud Channel Manager role already grants the user permission to import contact lists.

The other options would not solve the problem or are unnecessary.

NEW QUESTION: 113

NTO has been noting reduced deliverability when they do large sends.

Which part of deliverability is tied to hitting Spam Traps during a send?

- A. List Hygiene
- B. Content
- C. Engagement
- D. Authentication

Answer: D (LEAVE A REPLY)

Valid Marketing-Cloud-Administrator Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Administrator Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Administrator exam dumps**, the BraindumpsPass.com Marketing-Cloud-Administrator exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Administrator dumps with Test Engine here:

<https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Administrator-practice-exam-dumps.html> (166 Q&As Dumps, **40%OFF** Special Discount: **Exam-Tests**)