

# Salesforce.Marketing-Cloud-Administrator.v2025-09-26.q153

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## NEW QUESTION: 1

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

**Answer: (SHOW ANSWER)**

## NEW QUESTION: 2

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. AMPscript for Marketing Cloud
- B. Parameter Manager
- C. Google Analytics 360
- D. Marketing Cloud Connect

**Answer: B (LEAVE A REPLY)**

To automatically add tracking parameters to links in emails:

\* Parameter Manager: Utilize the Parameter Manager in Marketing Cloud to configure and automatically append a set of predefined tracking parameters to all links within emails. This tool streamlines the process and ensures consistency across all sent emails.

\* Efficiency and Consistency: By using Parameter Manager, admins can ensure that all emails sent via Email Studio include the necessary tracking parameters without the need for manual entry or customization for each email.

### **NEW QUESTION: 3**

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.** Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.

**B.** Email Studio: Select the "Account Send Summary\*" in Tracking 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](#))

### **NEW QUESTION: 4**

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.** Einstein AI

**B.** Interaction Studio

**C.** Datorama

**D.** Google Marketing Platform

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

Datorama is a marketing intelligence platform that can integrate data from various sources, such as Marketing Cloud, Google Analytics, Facebook Ads, and DoubleClick Bid Manager, and provide insights and analytics to optimize marketing campaigns.

### **NEW QUESTION: 5**

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user.

Which two standard roles should be selected for the new user?

Choose 2 answers

**A.** Marketing Cloud Security Administrator

**B.** Administrator

**C.** Marketing Cloud Administrator

**D.** Data Manager

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 6**

Northern Trail Outfitters (NTO) has the Discover Reporting Tool.

Which two report types could help NTO drive their mobile adoption strategy?

Choose 2 answers

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

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

To enhance mobile adoption strategies, Northern Trail Outfitters can leverage the following reports:

- \* A. Email Performance by Device: This report provides insights into how subscribers are interacting with emails across different devices, which can help NTO understand device preferences and optimize their mobile content.
- \* B. Time Between Send and Engagement: This report tracks the time it takes for recipients to engage with emails after they are sent, helping to determine the effectiveness of timing and content across different platforms, including mobile devices.

**NEW QUESTION: 7**

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: A,D (LEAVE A REPLY)**

To configure a journey using Path Optimizer with a holdback of 60% of the contacts until a winner has been selected, the Marketing Cloud admin needs to set:

- \* A. Data Extension entry source: Ensures the journey is pulling contacts from a specific data extension which can be effectively managed and monitored for the experiment.
- \* D. Winner evaluation: This setting allows the admin to specify how and when the winning path is determined, which is critical to managing the holdback and subsequent path optimization.

**NEW QUESTION: 8**

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: 9**

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

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

- A. Join
- B. Wait Until Date
- C. Einstein STO
- D. Engagement Split

**Answer: A (LEAVE A REPLY)**

#### **NEW QUESTION: 10**

A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails.

Where under Setup could this be created?

- A. Content Builder Settings
- B. Emails Studio Settings
- C. Account Settings
- D. Campaign Settings

**Answer: (SHOW ANSWER)**

The Content Builder Settings under Setup allow the admin to create a default Header and Footer for emails.

These settings apply to emails created in Content Builder only. The other settings do not have an option to create a default Header and Footer for emails.

### **NEW QUESTION: 11**

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

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

- A. Join
- B. Einstein STO
- C. Engagement Split
- D. Wait Until Date

**Answer: B (LEAVE A REPLY)**

Explanation

The Einstein STO activity allows the journey to send five different versions of an initial welcome email to new subscribers at the optimal time for each subscriber. This activity requires only one email and one activity, whereas the Join activity would require five emails and five activities.

### **NEW QUESTION: 12**

Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams.

How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- A. Deploy Multi-Org with a single Marketing Cloud Account
- B. Deploy separate Publication Lists for each region within one account
- C. Filter data view permissions at the subscriber level
- D. Separate regions into business units and apply Subscriber Filters

**Answer: D (LEAVE A REPLY)**

Explanation

Separating regions into business units and applying subscriber filters is the best way to ensure distinct data integrity across the regions. Subscriber filters allow you to control which subscribers are visible in each business unit based on criteria such as location, language, or preference.

### **NEW QUESTION: 13**

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. Import employee email addresses into All Subscribers with an "Active status

- B. Ensure employees have opted in to the test email list or data extension
- C. Ask employees to use personal email addresses instead of corporate email addresses
- D. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter

**Answer: D (LEAVE A REPLY)**

To address the issue of Northern Trail Outfitters' employees not receiving emails due to spam filters, the Marketing Cloud admin should provide the IT team with a list of relevant IP addresses to whitelist in their spam filters. This action will help ensure that emails sent from Marketing Cloud do not get blocked by the company's email security systems, thereby improving deliverability and ensuring that internal communications reach their intended recipients.

#### **NEW QUESTION: 14**

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

**Answer: (SHOW ANSWER)**

To support the development of a new eCommerce section and leverage transactional data in customer journeys, the following Marketing Cloud features are relevant:

- \* A. Data Designer: Enables the design and configuration of data models within Contact Builder, crucial for managing transactional data effectively for use in journeys.
- \* D. Content Builder: Facilitates the creation of personalized email content using transactional data, enhancing the relevance and engagement of communications sent to customers.

These features are essential for integrating and utilizing transactional data to drive personalized customer interactions within eCommerce contexts.

#### **NEW QUESTION: 15**

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. Data Designer
- C. Cloud Pages
- D. Web Analytics Connector

**Answer: C (LEAVE A REPLY)**

## NEW QUESTION: 16

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 conversions<sup>2</sup>. 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 conversions<sup>3</sup>. 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 conversions<sup>4</sup>. 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.

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#### **NEW QUESTION: 17**

A Marketing Cloud admin wants to check the status of a salesforce contacts in All Subscribers. The account is connected to their salesforce org via Marketing Cloud Connect.

Which subscriber key should be used to search for the contact in All Subscribers?

- A. 18-digit Contact ID
- B. Numeric Subscriber ID
- C. Email Address
- D. 15-digit contact ID

**Answer: (SHOW ANSWER)**

#### **NEW QUESTION: 18**

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: D (LEAVE A REPLY)**

To effectively set up a welcome journey leveraging customer data across multiple data extensions in Contact Builder:

\* Single Attribute Group: Create one cohesive Attribute Group that interlinks Customers to Contacts, Orders to Customers, and Products to Orders. This setup ensures a streamlined data flow and relational integrity, crucial for targeting and personalization within the journey.

\* Data Relationships: This configuration facilitates the use of data across different stages of customer interaction-from acquisition through orders to product preferences-enabling more personalized journey experiences.

### **NEW QUESTION: 19**

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: (SHOW ANSWER)**

For the customer's requirement of retargeting subscribers based on click activity with dynamic content adjustment based on regional market, the necessary skill set is AMPscript. AMPscript will allow the team to dynamically populate email content based on data attributes such as regional market from the master subscriber data extension, and it can also handle complex decisioning based on subscriber interactions within the email (like clicks on links).

### **NEW QUESTION: 20**

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

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

Choose 2 answers

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

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

Explanation

When creating a data extension, the fields that would need minimal consideration for size/scalability reasons are text and Boolean. Text fields can store up to 4000 characters

and boolean fields can store only true or false values. Number and decimal fields can store larger values and may require more storage space.

### **NEW QUESTION: 21**

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 Whitelisting<sup>3</sup>. 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: 22**

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.** Recommendation Code
- B.** Collect Code
- C.** Conversion/Cart Code
- D.** Email Conversion Code

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

### NEW QUESTION: 23

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. Subscriber Keys
- C. Profile Center
- D. Send Logging

**Answer: A (LEAVE A REPLY)**

To enable subscribers to receive only the categories of emails they are interested in:

\* Publication Lists: Use Publication Lists to manage different categories of email content.

Subscribers can choose which lists they want to subscribe to through the built-in subscription center, thereby receiving only the emails that match their interests.

\* Implementation: Configure multiple publication lists representing various content categories. Integrate these lists with the subscription center to allow subscribers to select their preferences.

### NEW QUESTION: 24

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: (SHOW ANSWER)**

For a large retail company migrating to Marketing Cloud, proper IP warming is critical:

\* A. IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers:

It's essential to gradually increase the volume of emails sent from a new IP address to build a positive reputation with Internet Service Providers (ISPs).

\* D. IP ramp-up is important to establish a positive sender reputation: Establishing a positive sender reputation with ISPs during the IP warming process helps ensure high deliverability and avoids being flagged as spam.

These responses highlight the necessity and methodology of IP warming when transitioning to a new email platform to maintain deliverability standards.

**NEW QUESTION: 25**

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Channel Manager
- B. Marketing Cloud Email Marketing Manager
- C. Marketing Cloud Administrator
- D. Marketing Cloud Regional or Local Administrator

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

**NEW QUESTION: 26**

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 Emails<sup>3</sup>. This page shows the details of each test email, such as the subject line, sender name, recipient email, and status<sup>3</sup>. The other options are not relevant for viewing test emails.

**NEW QUESTION: 27**

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud.

Which policies could the Marketing Cloud admin configure in Setup<sup>7</sup>

- A. Minimum Password Length, Password Complexity, Password History, Expiration Period
- B. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
- C. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions
- D. Maximum Password Length, PasswordComplexity, Unique Password, Expiration Period

**Answer: A (LEAVE A REPLY)**

Configure the business unit data retention setting to 12 months is the policy that the Marketing Cloud admin could configure in Setup. Business unit data retention setting is a

setting that allows marketers to specify how long records in data extensions should be retained at the business unit level. By configuring the business unit data retention setting to 12 months, any inactive data that is older than 12 months will be automatically deleted from the data extensions in that business unit2

**NEW QUESTION: 28**

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted.

Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Import Activity
- B. Data Extract Activity
- C. File Transfer Activity
- D. Decryption Activity

**Answer: C (LEAVE A REPLY)**

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

**NEW QUESTION: 29**

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted.

Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Import Activity
- B. Data Extract Activity
- C. File Transfer Activity
- D. Decryption Activity

**Answer: (SHOW ANSWER)**

Explanation

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

**NEW QUESTION: 30**

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. Parameter Manager
- B. Marketing Cloud Connect
- C. Google Analytics 360

D. AMPscript for Marketing Cloud

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 31**

A customer frequently holds seminars and other events to interface with their customers. They plan to do the following:

- Use Smart Capture forms to write data into event registration data extensions.
- Cross-reference the records in each registration data extension with corresponding invitation email sends.
- Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?

- A. AMPscript
- B. SQL
- C. HTML
- D. CSS

**Answer: B (LEAVE A REPLY)**

For the customer's needs involving Smart Capture forms, cross-referencing event registration data with email activities, and triggering follow-up emails based on specific actions (like clicking but not completing registration), SQL skills are essential. SQL would be used to query the data extensions to identify which customers clicked the registration link but did not complete the registration form. This information can then be used to target follow-up communications effectively.

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**NEW QUESTION: 32**

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. Business name and physical mailing address
- C. Business name and a link to the business website

**D.** Preference Center link and physical mailing address

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

Under CAN-SPAM requirements, for each commercial send, the Marketing Cloud admin should ensure that there is a Preference Center link and a physical mailing address present in the email. This compliance is critical to allow recipients to manage their email preferences (such as unsubscribing) and to meet legal requirements by providing a physical mailing address, offering transparency and options to the recipients.

**NEW QUESTION: 33**

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

Choose 2 answers

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

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

When selecting "Send as Multipart MIME" during the email send process:

- \* Activity Tracking: Both the HTML and text versions of the email allow for the tracking of opens and clicks, ensuring that engagement data is captured regardless of the version the recipient views.
- \* Auto-generated Text Version: Alongside the HTML email, a text version is automatically generated and sent. This ensures that recipients whose email clients do not support HTML can still receive and read the email content.

**NEW QUESTION: 34**

A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization.

What functionality would get messages out the door faster?

- A.** Marketing Cloud Connect
- B.** Journey Builder Triggered Sends
- C.** Send Throttling
- D.** Burst Sending

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

**NEW QUESTION: 35**

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: 36**

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

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

Explanation

When a Contact Delete request is processed, the contact data in sendable data extensions and the contact-specific data at the job level are deleted. However, the contact data in non-sendable data extensions and the general tracking data at the job level are retained

### **NEW QUESTION: 37**

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: 38**

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries. Which future would allow this functionality?

- A. Query Studio
- B. Journey Builder
- C. Cloud Pages
- D. Synchronized Data Sources.

**Answer: (SHOW ANSWER)**

To use Sales Cloud data in their queries, the admin should use Synchronized Data Sources. This feature allows Marketing Cloud to automatically import and update data from Sales Cloud objects and fields. The data is stored in data extensions that can be queried using SQL.

**NEW QUESTION: 39**

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. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe
- D. Data in data extensions corresponding to the customer

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 40**

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. Remove nonessential data for marketing purposes.
- B. Identify and assign appropriate keys to tie records together.
- C. Normalize data and fields to prevent redundancy.
- D. Ensure all available data is included.
- E. Ensure every data source has a sendable field.

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

Explanation

Removing nonessential data for marketing purposes, identifying and assigning appropriate keys to tie records together, and normalizing data and fields to prevent redundancy are the data preparations that should be made to retain high data quality in the new model. These steps will help reduce data storage costs, improve data integrity, and enable cross-channel personalization

**NEW QUESTION: 41**

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

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

**NEW QUESTION: 42**

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

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

**NEW QUESTION: 43**

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: 44**

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

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

**Answer: C (LEAVE A REPLY)**

Explanation

To ensure Journey Builder directs the subscribers correctly, contact data should be used for the decision split.

Contact data is the data that is stored in the contact model and is available for all journeys. Journey data is the data that is captured at the point of entry and is specific to each journey.

**NEW QUESTION: 45**

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: A,C (LEAVE A REPLY)**

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 conversions<sup>2</sup>. 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 conversions<sup>3</sup>. 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 conversions<sup>4</sup>. 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: 46**

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

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

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**NEW QUESTION: 47**

Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and they need to monitor their deliverability across major ISPs.

Which bounce type would be indicative of the ISPs view of NTO's sending reputation?

- A. Soft
- B. Technical
- C. Block
- D. Hard

**Answer: C (LEAVE A REPLY)**

A block bounce is a type of bounce that occurs when an ISP rejects an email because of the sender's reputation or content. This indicates that the ISP views the sender as a potential spammer or has received complaints from other recipients.

**NEW QUESTION: 48**

Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit.

How should they accomplish this?

- A. Apply a permission set to the business unit
- B. Assign a role to the business unit
- C. Disable the permissions directly within the business unit
- D. Set default permissions with the restrictions on the business unit

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 49**

Northern Trail Outfitters (NTO) uses Sender Authentication Package (SAP) for branding purposes. Their German business unit is configured with the SAP domain de.ntomarketing .com.

The German NTO team is preparing for a campaign and wants to use customized Cloud Pages with the domain de-special.ntomarketing.com.

How could the Marketing Cloud admin meet this requirement?

- A. Purchase a new SAP for de-special.ntomarketing.com
- B. Purchase a new private Domain for use in CloudPages
- C. CloudPages must use the SAP domain
- D. CloudPages must use pages.ntomarketing.com

**Answer: (SHOW ANSWER)**

Purchasing a new private domain for use in CloudPages allows the admin to use a customized domain name for CloudPages, such as de-special.ntomarketing.com. This

domain can be different from the SAP domain, which is used for email branding and deliverability. The other options are not feasible or correct.

### **NEW QUESTION: 50**

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

**Answer: D (LEAVE A REPLY)**

A multiplier is applied to each SMS message based on the destination country, which could explain why NTO is already at 75% utilization for their annual Super Messages. For example, sending an SMS message to a subscriber in Germany consumes 1.5 Super Messages, while sending an SMS message to a subscriber in India consumes 3 Super Messages. The other options are not true or relevant.

### **NEW QUESTION: 51**

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A.** A file drop automation to send emails to customers who have made a purchase.
- B.** A user -initiated message to send an email to customers who made a purchase daily.
- C.** A scheduled automation to send emails to customers who made a purchase daily.
- D.** A triggered message to send an email as soon as a customer completes a purchase.

**Answer: (SHOW ANSWER)**

Explanation

A triggered message is a type of email that is sent automatically based on a subscriber's behavior or a predefined event. This reduces the manual workload on the team and improves the customer experience by sending timely and relevant messages

### **NEW QUESTION: 52**

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 Sends<sup>3</sup>. This page shows the details of any sends that failed to complete due to errors or issues with the send definition or data extension<sup>3</sup>.
- \* System Status<sup>4</sup>. This page shows the current status and performance of Marketing Cloud and its features, such as Email Studio, Journey Builder, and Automation Studio<sup>4</sup>. The other options are not relevant for troubleshooting send issues because:
- \* Create Support Case<sup>5</sup>. 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: 53**

What are entry source types for Journey Builder?

- A. Data Extension, Cloud Pages, Email List, API Event
- B. Data Extension, Audience Studio, API Event, Date Based Event
- C. Data Extension, Email List, API Event, Date Based Event
- D. Data Extension, Salesforce Community, GA360, Email List

**Answer: B (LEAVE A REPLY)**

Explanation

Data Extension, Audience Studio, API Event, Date Based Event are entry source types for Journey Builder.

Entry source types are types of events or data sources that can trigger contacts to enter a journey in Journey Builder. Data Extension is an entry source type that allows contacts from a data extension to enter a journey based on a schedule or an automation. Audience Studio is an entry source type that allows contacts from Audience Studio segments to enter a journey based on a schedule or an automation. API Event is an entry source type that allows contacts to enter a journey based on an API call from an external system or application.

Date Based Event is an entry source type that allows contacts from a data extension to enter a journey based on a date field in the data extension, such as birthday or anniversary.

### **NEW QUESTION: 54**

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: B (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 address<sup>1</sup>. 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 service<sup>1</sup>. 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 address<sup>1</sup>.

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 send<sup>1</sup>. 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 emails<sup>1</sup>.

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 send<sup>1</sup>.

However, they are not sufficient, as CAN-SPAM also requires NTO to include their physical mailing address in each commercial send<sup>1</sup>.

### **NEW QUESTION: 55**

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key.

Which import type could the admin use instead?

- A. Overwrite
- B. Update Only
- C. Add and Update
- D. Add Only

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 56**

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 filename has a date stamp to avoid duplication
- C. Make sure the file is placed on the correct subfolder within the SFTP
- D. Use %%FILENAME\_FROM\_TRIGGER%% in the import File Activity

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 57**

Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data. One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system.

Which feature would allow compliance with this requirement?

- A. Export Email Allowlist
- B. IP Allowlist
- C. Identity Verification
- D. Audit Trail

**Answer: A (LEAVE A REPLY)**

The Export Email Allowlist feature allows the admin to specify a list of email addresses that are authorized to receive data exports from Marketing Cloud. This feature can help protect against misuse of customer data by preventing unauthorized users from exporting data without approval. The other features do not directly address the requirement of restricting data exports.

**NEW QUESTION: 58**

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key.

Which import type could the admin use instead?

- A. Add Only
- B. Overwrite
- C. Add and Update
- D. Update Only

**Answer: B (LEAVE A REPLY)**

Explanation

To import data into a non-sendable data extension without a primary key, the admin could use the Overwrite import type<sup>3</sup>. This import type will delete all existing records in the data extension and replace them with the new records from the import file. This import type does not require a primary key because it does not need to match or update any existing records. The other options are incorrect because:

\* Add Only. This import type will add new records to the data extension without affecting existing records. However, this import type requires a primary key to prevent duplicate records from being added<sup>3</sup>.

\* Add and Update. This import type will add new records and update existing records in the data extension based on the primary key. However, this import type requires a primary key to match and update the existing records<sup>3</sup>.

\* Update Only. This import type will update existing records in the data extension based on the primary key. However, this import type requires a primary key to match and update the existing records<sup>3</sup>.

#### **NEW QUESTION: 59**

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year. Where would the admin retrieve this information?

- A. Studio > Email > Subscribers > All Subscribers
- B. Analytics Builder > Reports > Email Send Report
- C. Email Studio > Email > Tracking > Sends
- D. Contact Builder > All Contacts > Email

**Answer: B (LEAVE A REPLY)**

#### **NEW QUESTION: 60**

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

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

- A. Join
- B. Einstein STO
- C. Engagement Split
- D. Wait Until Date

**Answer: C (LEAVE A REPLY)**



### Salesforce Sidekick

For Northern Trail Outfitters' scenario, where they need to send one of three different emails randomly to new subscribers within a journey, the most suitable activity to accomplish this with the fewest steps would be using:

B: Engagement Split

However, the correct answer for randomly distributing different email versions in a journey is not listed among the options provided under typical usage. Normally, the Engagement Split is used to branch the journey based on how subscribers interact with emails (e.g., opens or clicks).

The ideal solution for NTO's need to send one of several different emails at random would be the "Random Split" activity in Journey Builder, which is not listed in the options. Since the closest option provided that would allow for varying paths (though not randomly) is the Engagement Split, it could be considered, but it does not fulfill the requirement as described.

Therefore, based on the given options and the actual functionality needed:

\* There seems to be a misunderstanding in the options provided. Normally, a "Random Split" would be used in this case.

If we must choose from the available options, none directly fulfill the requirement of randomly sending different email versions with the fewest activities possible.

### **NEW QUESTION: 61**

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer alter an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- A. Cloud Page forms Content Block
- B. Email Form Content Block
- C. Dynamic Content Block
- D. Reference Content Block

**Answer: B (LEAVE A REPLY)**

To solicit website feedback directly within an email without navigating away from the email, the feature to use is B. Email Form Content Block. This block allows subscribers to submit feedback directly within the email, enhancing user experience and increasing the likelihood

of feedback submission since the subscriber does not need to leave their email environment.

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### **NEW QUESTION: 62**

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 team has a date stamp to avoid duplication
- 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 files placed on the correct subfolder within the SFTP

**Answer: B (LEAVE A REPLY)**

### **NEW QUESTION: 63**

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: 64**

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries. Which feature would allow this functionality?

- A. Journey Builder
- B. Synchronized Data Sources
- C. CloudPages
- D. Query Studio

**Answer: B (LEAVE A REPLY)**

Explanation

Synchronized Data Sources is the feature that would allow this functionality. Synchronized Data Sources are data sources that allow marketers to import and synchronize data from Salesforce CRM objects into Marketing Cloud data extensions. Synchronized Data Sources can be configured with different settings, such as sync frequency, field mapping, and filter criteria. Synchronized Data Sources enable marketers to use Sales Cloud data in their queries and other Marketing Cloud activities.

#### **NEW QUESTION: 65**

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: 66**

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user.

Which two standard roles should be selected for the new user?

Choose 2 answers

- A. Marketing Cloud Security Administrator
- B. Administrator
- C. Data Manager
- D. Marketing Cloud Administrator

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

Administrator and Marketing Cloud Administrator are two standard roles that should be selected for the new user. Administrator is a standard role that grants full access to all features and functions in Marketing Cloud, such as creating and managing users, roles, permissions, business units, and security settings. Marketing Cloud Administrator is a standard role that grants access to all features and functions in Marketing Cloud except for user management. By selecting both roles, the new user will have full administrator permissions in Marketing Cloud

**NEW QUESTION: 67**

A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails.

Where under Setup could this be created?

- A. Content Builder Settings
- B. Emails Studio Settings
- C. Account Settings
- D. Campaign Settings

**Answer: A (LEAVE A REPLY)**

Explanation

The Content Builder Settings under Setup allow the admin to create a default Header and Footer for emails.

These settings apply to emails created in Content Builder only. The other settings do not have an option to create a default Header and Footer for emails.

**NEW QUESTION: 68**

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

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

#### **NEW QUESTION: 69**

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well. What is the recommended best practice for font usage in email?

- A. Use a web-safe font for text that closely matches the brand's custom font.
- B. Build an email as one image, with all text saved in the brand font.
- C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- D. Build an email using multiple images, with all text saved in the brand font.

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

When incorporating custom brand fonts into emails for Northern Trail Outfitters:

\* Web-safe Fonts: It's recommended to use web-safe fonts in emails to ensure consistent rendering across different email clients. Custom fonts are often not supported by many email clients, which can lead to inconsistent branding and user experience.

\* Font Selection: Choose a web-safe font that closely resembles the custom brand font to maintain the brand's visual identity while ensuring the email content is accessible and readable across all platforms.

#### **NEW QUESTION: 70**

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries. Which future would allow this functionality?

- A. Query Studio
- B. Journey Builder
- C. Cloud Pages
- D. Synchronized Data Sources.

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

Explanation

To use Sales Cloud data in their queries, the admin should use Synchronized Data Sources. This feature allows Marketing Cloud to automatically import and update data from Sales Cloud objects and fields. The data is stored in data extensions that can be queried using SQL.

#### **NEW QUESTION: 71**

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 send 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: 72**

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: B (LEAVE A REPLY)**

To allow the business analyst at Northern Trail Outfitters to import contact lists, the role needed is one that grants permissions for import activities. Among the options:

\* B. Add Marketing Cloud Security Administrator This role would provide the analyst with the necessary permissions to manage data imports. The Marketing Cloud Security Administrator role includes broader permissions that encompass data management and security settings, which are required for importing contact lists.

**NEW QUESTION: 73**

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)**

Publication lists in the Marketing Cloud are used to allow subscribers to opt-down or opt-out of specific types of communications without unsubscribing from all communications. This functionality enables more granular control over communication preferences, helping organizations maintain engagement with subscribers who might not be interested in all content but still wish to receive certain types of messages.

**NEW QUESTION: 74**

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nton.com. the previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account?

2 answers

- A. Upon receiving an email, all tracked links start with click.email.nton.com
- B. Users receive Marketing Cloud password reset emails from help@email.nton.com
- C. Cloudpages personalized URLs are served from cloud.email.nton.com
- D. The login page for Marketing Cloud Users is login.email.nton.com and is branded with NTO colors

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

**NEW QUESTION: 75**

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year Where would the admin retrieve this information?

- A. Contact Builder > All Contacts > Email
- B. Analytics Builder > Reports > Email Send Report

C. Email Studio > Email > Tracking > Sends

D. Studio > Email > Subscribers > All Subscribers

**Answer: B (LEAVE A REPLY)**

To determine the total number of emails sent across all business units in the last calendar year, the Marketing Cloud admin should use Analytics Builder > Reports > Email Send Report. This section of Analytics Builder provides comprehensive reporting capabilities, including the ability to generate detailed reports on email sends across different business units over specified time periods.

### NEW QUESTION: 76

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

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

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

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

**Answer: A (LEAVE A REPLY)**

To ensure a notification is received when a scheduled query fails, the Marketing Cloud admin should add their email address in the automation settings under "Runtime Error or Skipped Run Notification Settings." This setup in the automation configuration will alert the admin via email if there is a failure in the query's execution, enabling timely identification and resolution of issues.

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### NEW QUESTION: 77

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

What should be taken into consideration to accomplish this?

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

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

- C. Custom roles are available on their Marketing Cloud account.
- D. Custom roles override an individual user's granular permission assignments.

**Answer: B (LEAVE A REPLY)**

When creating custom roles in Marketing Cloud, it's important to consider that:

\* B. Custom roles are only available within the business unit in which they were created. This means that the scope of the custom roles is limited to the specific business unit, and they do not automatically apply to other business units within the same Marketing Cloud account.

### **NEW QUESTION: 78**

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: B,C,D (LEAVE A REPLY)**

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: 79**

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. All of NTO's accounts should be on the same stack

- B. Send volume is large enough to maintain a positive or neutral reputation
- C. Length of time needed to pause sending is greater than one month
- D. Pre-warmed IP address can be purchased from Salesforce

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

When considering a Dedicated IP for global marketing efforts, Northern Trail Outfitters should consider:

- \* Stack alignment: Ensure all accounts are on the same stack to facilitate shared use of the Dedicated IP across different geographical locations.
- \* Send volume: A dedicated IP is beneficial if the send volume is significant enough to maintain and build a positive sender reputation. Regular, consistent high-volume sending is crucial for IP warming and reputation.

### **NEW QUESTION: 80**

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

**Answer: D (LEAVE A REPLY)**

### **NEW QUESTION: 81**

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)**

### **NEW QUESTION: 82**

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. Invalid Email Address
- B. Skipped Records

C. List Detective

D. Restricted Values

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 83**

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. Select one of the Predictive Algorithms then click Deploy

B. Click Deploy and results are available immediately

C. Click Activate and wait for an email notification

D. Select the channels (Emails, Push, SMS) to report on then click Activate

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

**NEW QUESTION: 84**

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. Number of items per order.

B. Channel preference of customers.

C. Last purchase date

D. Products purchased from a competitor.

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 85**

A user asks a Marketing Cloud admin to update and increase their session timeout setting.

Which three considerations should the admin review before making this update?

Choose 3 answers

A. Typical length of time users spend in Marketing Cloud

B. Best practice suggests a 20-minute timeout setting

C. Security risk of unauthorized users for longer timeout settings

D. Frustration of users upon timeouts

E. Change impacts all users

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 86**

A Consultant has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's

product catalog. The product catalog is never the same; products can be added and removed. Which import type should be used?

- A. Overwrite
- B. Add Only
- C. Add/Update
- D. Update Only

**Answer: A (LEAVE A REPLY)**

Given that the customer's product catalog changes daily with products being added and removed, the import type that should be used is A. Overwrite. This import type will replace the existing data in the data extension with the new data from the CSV file each morning, ensuring that the data extension always reflects the most current product catalog without any outdated entries.

### **NEW QUESTION: 87**

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory. How should this setup be achieved?

- A. Child business unit SFTP user should be created
- B. Copy the parent SFTP user into each child business unit
- C. Each business unit should have multiple SFTP users
- D. All child business units should have an individual SFTP user

**Answer: B (LEAVE A REPLY)**

To configure multiple business units in Marketing Cloud to use the same SFTP directory, the most efficient method is to copy the parent SFTP user credentials into each child business unit. This approach ensures all business units access the same SFTP directory for file transfers, maintaining consistency and simplifying management of file access across the business units. This setup avoids the complexity and maintenance of separate SFTP users for each business unit, streamlining operations.

### **NEW QUESTION: 88**

NTO wants to copy journeys across business units.

What could be used to replicate journey structure so it can be easily recreated in another account?

- A. Journey Templates
- B. Deployment Manager
- C. Journey Extracts
- D. Copy activities

**Answer: A (LEAVE A REPLY)**

Explanation

To copy journeys across business units, NTO should use Journey Templates. Journey Templates are reusable journey structures that can be created and shared across

business units. NTO can use Journey Templates to replicate journey structure so it can be easily recreated in another account. The other options are incorrect because:

- \* Deployment Manager. This is a tool that allows NTO to deploy assets and configurations across business units or accounts. However, this tool does not support journeys as an asset type, so it cannot be used to copy journeys across business units<sup>2</sup>.
- \* Journey Extracts. This is a feature that allows NTO to export journey data and metrics for reporting and analysis purposes. However, this feature does not allow NTO to copy or import journeys across business units; it only provides a snapshot of journey performance<sup>3</sup>.
- \* Copy activities. This is an option that allows NTO to copy individual activities within a journey and paste them in the same or another journey. However, this option does not allow NTO to copy the entire journey structure across business units; it only copies one activity at a time<sup>4</sup>.

### **NEW QUESTION: 89**

How are publication lists used in the Marketing Cloud?

- A. To build dynamic content rules by subscriber type.
- B. To manage subscribers in guided and triggered email sends.
- C. To send communication to all subscribers, regardless of opt-in status.
- D. To allow subscribers to opt-down/out instead of unsubscribing from all.

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

### **NEW QUESTION: 90**

Northern Trail Outfitters (NTO) uses Sender Authentication Package (SAP) for branding purposes. Their German business unit is configured with the SAP domain de.ntomarketing .com.

The German NTO team is preparing for a campaign and wants to use customized CloudPages with the domain de-special.ntomarketing.com.

How could the Marketing Cloud admin meet this requirement?

- A. Purchase a new private Domain for use in CloudPages
- B. Purchase a new SAP for de-special.ntomarketing.com
- C. CloudPages must use pages.ntomarketing.com
- D. CloudPages must use the SAP domain

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

### **NEW QUESTION: 91**

A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.

What should the admin do to ensure only specific Contacts are synced?

- A. Filter records on a Boolean field
- B. Filter existing records in All Subscribers

- C. Filter records on a formula field
- D. Filter records created after a specified date

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

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**NEW QUESTION: 92**

What does Marketing Cloud authenticate when a user logs in through the user interface?

- A. If the user is assigned a role in the parent business unit
- B. If the user is logging in from a whitelisted IP address
- C. If the user is an API User on their record
- D. If the user has login hours enabled on their profile

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

Marketing Cloud authenticates several factors during user login, among which:

\* Whitelisted IP address check: Marketing Cloud checks if the user's IP address matches those listed in the IP whitelist settings. This is part of the security measures to ensure that only authorized accesses are allowed from secured locations.

**NEW QUESTION: 93**

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

**Answer: A,C** ([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: 94**

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

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

Explanation

After a Contact Delete request has been processed for subscribers who have been sent an email previously, the following data would still exist in the account:

Contact-specific data at the job level. This includes data such as open rate, click rate, bounce rate, and unsubscribe rate for each individual contact who received an email. This data is not deleted because it is used for reporting and analytics purposes.

General tracking data at the job level. This includes data such as total number of sends, opens, clicks, bounces, and unsubscribes for each email job. This data is not deleted because it is used for reporting and analytics purposes. The other options are incorrect because:

Contact data in non-sendable data extensions. This includes data such as name, address, phone number, and other attributes for each contact. This data is deleted because it is not used for sending emails and it is considered personal information.

Contact data in sendable data extensions. This includes data such as email address and subscriber key for each contact. This data is deleted because it is used for sending emails and it is considered personal information.

**NEW QUESTION: 95**

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

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

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

**NEW QUESTION: 96**

A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

- A. Many -to -Many Relationship
- B. Many -to -One Relationship
- C. One -to -One Relationship
- D. One -to -Many Relationship

**Answer: D (LEAVE A REPLY)**

**NEW QUESTION: 97**

A Marketing Cloud Administrator noticed a File Drop Automation has been falling on the Import File activity.

The automation is configured with a filename pattern, so the filename is expected to begin with customer import\_. The import is configured to look for a file named Customer import %%Year%% %% Month%% %%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds what should the admin do to fix the issue?

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

**Answer: A (LEAVE A REPLY)**

Explanation

Using %%FILENAME\_FROM\_TRIGGER%% in the Import File Activity allows the automation to import any file that matches the filename pattern, regardless of the date and time stamp. This is the recommended solution for File Drop Automations

**NEW QUESTION: 98**

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

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

**Answer: D (LEAVE A REPLY)**

**NEW QUESTION: 99**

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: 100**

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.

Which network(s) support lookalike audiences directly from Advertising Studio?

- A. Facebook and Twitter
- B. Facebook
- C. Google and Facebook
- D. Twitter

**Answer: (SHOW ANSWER)**

Explanation

Advertising Studio supports lookalike audiences directly from Facebook only. For other networks, such as Google and Twitter, Advertising Studio can create audience segments based on Marketing Cloud data and export them to the network's platform, where the lookalike audience can be created manually.

### **NEW QUESTION: 101**

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. Number of items per order.
- C. Channel preference of customers.
- D. Last purchase date

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

To enhance personalized interactions and increase purchase frequency using Journey Builder:

\* Channel Preference: Understanding the preferred communication channels of customers allows for personalized and effective outreach, potentially increasing engagement and response rates.

\* Last Purchase Date: Tracking when a customer last made a purchase can help in timing communications effectively, triggering reminders or promotions at optimal times to encourage repeat purchases.

### **NEW QUESTION: 102**

Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build.

Where should their Marketing Cloud admin set up permissions to allow REST authentication?

- A. Salesforce Integration
- B. Installed Packages
- C. Security Settings
- D. Data Management

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

### **NEW QUESTION: 103**

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: 104**

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing cloud to execute a send.

Which feature would the admin use to meet this requirement?

- A. Tokenized Sending
- B. List Sending
- C. Field Level Encryption.
- D. Distributed Marketing Sends.

**Answer: (SHOW ANSWER)**

To avoid storing sensitive data in the cloud, the admin should use Tokenized Sending. This feature allows Marketing Cloud to send emails without storing sensitive data such as credit card numbers or social security numbers. Instead, Marketing Cloud uses tokens that are replaced with actual data at send time by an external system.

#### **NEW QUESTION: 105**

Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible. Which Marketing Cloud product should NTO purchase as a solution?

- A. Content Syndication
- B. Email Reconnects
- C. Distributed Sending
- D. Analytics Builder

**Answer: C (LEAVE A REPLY)**

#### **NEW QUESTION: 106**

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. Search for the individual user, select their name and click Edit Business Units.
- D. Re-import the users to update their assigned business units

**Answer: C (LEAVE A REPLY)**

To assign users to specific business units in Salesforce Marketing Cloud, an admin can manage this directly through the user configuration settings:

\* Search for the individual user: Navigate to the Users section in Setup.

\* Select their name and click Edit Business Units: This action allows the admin to manage the business units that the user has access to, enabling or disabling access as required for the new or existing business units.

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### **NEW QUESTION: 107**

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

**Answer: (SHOW ANSWER)**

Explanation

Multi-Org accounts do not support the standard profile and preference centers for the business units<sup>4</sup>. Instead, each business unit must create custom profile and preference centers using CloudPages or Microsites<sup>4</sup>. The other options are incorrect because branding is not inherited from the default business unit setup<sup>4</sup>, profile/preference centers are not automatically created for each business unit<sup>4</sup>, and profile/preference centers are not configured in the Salesforce CRM settings<sup>4</sup>.

### **NEW QUESTION: 108**

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.** Journey Builder
- B.** Contact Builder
- C.** Mobile Connect
- D.** Mobile Push

**Answer: A,D (LEAVE A REPLY)**

Explanation

Journey Builder and Mobile Push are two products that would allow them to send push notifications to customers with their mobile app. Journey Builder is a product that allows marketers to create and execute cross-channel customer journeys based on events, activities, and goals. Journey Builder can be used to send push notifications to mobile app users as part of a journey. Mobile Push is a product that allows marketers to create, manage, and deliver push notifications to mobile app users. Mobile Push can be used to send push notifications as standalone messages or as part of a journey

**NEW QUESTION: 109**

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.

Which network(s) support lookalike audiences directly from Advertising Studio?

- A. Facebook and Twitter
- B. Facebook
- C. Google and Facebook
- D. Twitter

**Answer: B (LEAVE A REPLY)**

Advertising Studio supports lookalike audiences directly from Facebook only. For other networks, such as Google and Twitter, Advertising Studio can create audience segments based on Marketing Cloud data and export them to the network's platform, where the lookalike audience can be created manually.

**NEW QUESTION: 110**

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

**Answer: D (LEAVE A REPLY)**

## Explanation

Account Send Summary Report is the email report that NTO's Marketing Analyst should pull from Marketing Cloud to get this information. Account Send Summary Report provides a summary of email metrics for all business units in an account or for a specific business unit. The report includes the number of sends, delivery rate, overall bounce rate, block bounce rate, open rate, click rate, complaint rate, and unsubscribe rate for each email campaign

### **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 domain<sup>2</sup>. 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 HTTPS<sup>3</sup>.
- \* 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 fields<sup>4</sup>.
- \* 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 classification<sup>5</sup>.

### **NEW QUESTION: 112**

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

- A.** Profile Attribute
- B.** Data Extensions
- C.** Publication Lists
- D.** Lists

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

For handling multiple values for a subscriber attribute effectively:

\* Use Data Extensions: Data Extensions provide a flexible and scalable storage model that can accommodate complex data types, including multiple values for a single attribute per subscriber.

\* Advantages: Unlike Profile Attributes, which limit each subscriber to a single value per attribute, Data Extensions allow the creation of relational data models that can store multiple entries for individual attributes.

### **NEW QUESTION: 113**

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.

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

- A.** Synchronized contacts are only counted after sending
- B.** Mobile subscribers are not counted as contacts.
- C.** There are overlapping contacts in each of the channel
- D.** Only active email subscriber are counted.

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

### **NEW QUESTION: 114**

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: C (LEAVE A REPLY)**

To resolve the issue of "Insufficient User Permissions" while setting up Marketing Cloud Connect, the action that should correct this issue is to apply the appropriate user mappings in the CRM configuration. This involves ensuring that the Salesforce user is correctly linked with the Marketing Cloud user credentials and roles. The error indicates a mismatch or an incomplete configuration in linking Salesforce and Marketing Cloud users, which user mappings can correctly align.

#### **NEW QUESTION: 115**

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take in order to create Send Classifications?

Choose 2 answers

- A. Define custom Reply Mail Management.
- B. Define a Subscriber -specific From Name.
- C. Define a Sender Profile.
- D. Define a Delivery Profile.

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

#### **NEW QUESTION: 116**

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

Which two topics does Setup Assistant cover?

Choose 2 answers

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

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

#### **NEW QUESTION: 117**

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 Channel manager
- B. Remove Marketing Cloud Viewer
- C. Add Marketing Cloud Security Administrator

D. Add Distributed Sending user

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 118**

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: 119**

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.** Edit the entity Verification Settings

**B.** Enable IP Whitelisting

**C.** Add a Domain to the Export Email Whitelist

**D.** Enforce Export Email Whitelist

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

Explanation

Adding a domain to the export email whitelist and enforcing export email whitelist are the steps that should be taken to implement this. This will restrict the email addresses that can receive tracking data via email to only those that match the specified domain

**NEW QUESTION: 120**

A Marketing Cloud admin wants to automatically unsubscribe customers who respond to marketing emails asking to be removed from the mailing list.

Which two steps should the admin take to enable this functionality?

Choose 2 answers

- A. Verify Reply Mail Management has been enabled in the account
- B. Select Delete Auto-Replies and Out-of-Office mail Management
- C. Ensure a Custom response is enabled for Automated Response in Reply mail Management
- D. Select Unsubscribe Manual requests in Reply Mail Management

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

### NEW QUESTION: 121

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 Recommendations<sup>1</sup>

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### NEW QUESTION: 122

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. AMP script for Marketing Cloud
- B. Web Analytics Connector

C. Google Analytics 360

D. Marketing Cloud Connect

**Answer: B (LEAVE A REPLY)**

To automatically add tracking parameters to all links in emails sent from Email Studio, the admin should configure:

\* Web Analytics Connector: This feature automatically appends tracking parameters to URLs in emails to integrate with web analytics tools like Google Analytics.

\* Configuration Steps: Set up the Web Analytics Connector by specifying the desired tracking parameters in the Email Studio settings. This ensures all outgoing emails automatically include these parameters without the need for manual coding.

### **NEW QUESTION: 123**

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. All of NTO's accounts should be on the same stack

B. Send volume is large enough to maintain a positive or neutral reputation

C. Pre-warmed IP address can be purchased from Salesforce

D. Length of time needed to pause sending is greater than one month

**Answer: B (LEAVE A REPLY)**

### **NEW QUESTION: 124**

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. Query the Bounce Data View

C. Query the Send Log

D. Run an Account Send Summary Report

**Answer: (SHOW ANSWER)**

To create a suppression list for hard-bounced email addresses, the most direct approach is to query the Bounce Data View in SQL. This Data View contains all bounce-related information, allowing admins to specifically filter for hard bounces by the bounce category. Using a query activity, the admin can extract all hard bounce records and create a dynamic or static suppression list based on these results. This method is efficient and ensures that only relevant data is included in the suppression list.

### **NEW QUESTION: 125**

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscriber however, subscribers receive the

same follow-up email two weeks later. To improve maintainability of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content.

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

- A. Join
- B. Einstein STO
- C. Engagement Split
- D. Wait Until Date

**Answer: A (LEAVE A REPLY)**

### **NEW QUESTION: 126**

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

What should the admin confirm about the data extension?

- A. The wind relationship links 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)**

For Individual Email Results to be pushed back into Sales Cloud correctly, it's critical that the data extension used is specifically a Salesforce Data Extension. This type of data extension is designed to integrate with Salesforce CRM, allowing for the seamless flow of data back into Sales Cloud, such as Individual Email Results. This ensures that email interaction data recorded in Marketing Cloud is accurately reflected in Sales Cloud for comprehensive tracking and reporting.

### **NEW QUESTION: 127**

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

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 128**

A Marketing Cloud admin needs to warm their accounts Dedicated IP. What option for segmentation aligns with the IP Warming process?

- A. Segment to those recipients receiving text email versions first
- B. Segment subscribers with soft bounces in their own dedicated send
- C. Segment by domain to limit number of sends to each email provider
- D. Segment by geographic region as after-hours sends will be marked as spam

**Answer: C (LEAVE A REPLY)**

Explanation

Segment by domain to limit number of sends to each email provider is the option for segmentation that aligns with the IP Warming process. IP Warming 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). Segmenting by domain means dividing the email list into smaller groups based on the email domain, such as gmail.com or yahoo.com.

By segmenting by domain, marketers can limit the number of sends to each email provider and avoid being flagged as spam or blocked by the ISPs.

**NEW QUESTION: 129**

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

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

**NEW QUESTION: 130**

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 Column Delimiter to
- B. Change Character Encoding to UTF-8
- C. Select Unicode Output
- D. Change Format to xml

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

To address the issue of accented characters appearing jumbled in a Tracking Extract, the correct settings to adjust are related to character encoding and output format.

\* Change Character Encoding to UTF-8: This setting ensures that the extracted file supports Unicode, which includes accented characters and other non-standard characters used globally. UTF-8 encoding is capable of representing any character in the applicable data set, making it ideal for global applications.

\* Select Unicode Output: This option should be enabled to ensure the file output correctly formats Unicode characters, preventing them from being displayed incorrectly.

### **NEW QUESTION: 131**

Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data. One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system.

Which feature would allow compliance with this requirement?

- A. Export Email Allowlist
- B. IP Allowlist
- C. Identity Verification
- D. Audit Trail

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

Explanation

The Export Email Allowlist feature allows the admin to specify a list of email addresses that are authorized to receive data exports from Marketing Cloud. This feature can help protect against misuse of customer data by preventing unauthorized users from exporting data without approval. The other features do not directly address the requirement of restricting data exports.

### **NEW QUESTION: 132**

Which two data structures could be configured to appear in the out-of-the-box Subscription center? Choose 2 answers

- A. Data Extensions

- B. Lists
- C. Groups
- D. Publication Lists

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

**NEW QUESTION: 133**

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

**Answer: D (LEAVE A REPLY)**

Given the website outage experienced by NTO during a peak shopping period:

\* D. Create and send an apology email that includes a discount for a future purchase to all customers:

This action acknowledges the inconvenience caused by the outage and incentivizes customers to return to the site. Offering a discount can help mitigate any negative sentiment and encourage customers to complete their interrupted purchases.

This approach helps to maintain customer goodwill and potentially recover some of the lost sales due to the outage.

**NEW QUESTION: 134**

A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization.

What functionality would get messages out the door faster?

- A. Burst Sending
- B. Journey Builder Triggered Sends
- C. Send Throttling
- D. Marketing Cloud Connect

**Answer: A (LEAVE A REPLY)**

Explanation

Burst sending is the functionality that would get messages out the door faster. Burst sending allows you to send large volumes of email in a short period of time by bypassing

some of the standard send processes. Burst sending is ideal for time-sensitive or urgent messages that need to reach a large audience quickly

### **NEW QUESTION: 135**

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: 136**

Northern Trail Outfitters just purchased Marketing Cloud.

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

Choose 3 answers

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

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

In the Setup Assistant for a new Salesforce Marketing Cloud instance, the admin is guided through several critical tasks to establish the operational environment:

\* Creating users and assigning roles: Setup Assistant helps define user roles and permissions tailored to specific job functions, ensuring proper access control and workflow management.

\* Building the data structure: This task involves creating data extensions and attribute groups to effectively organize and manage customer data.

\* Importing data into contacts: Utilizing tools like Data Loader, the admin can import existing customer data into Marketing Cloud, setting the foundation for targeted marketing activities.

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**NEW QUESTION: 137**

Northern Trail Outfitters has the Discover Reporting Tool.

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

Choose 2 answers

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

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

**NEW QUESTION: 138**

Northern Trail Outfitters (NTO) has the Discover Reporting Tool.

Which two report types could help NTO drive their mobile adoption strategy?

Choose 2 answers

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

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

Explanation

To drive their mobile adoption strategy, NTO could use the following two report types from the Discover Reporting Tool:

Email Performance by Device<sup>1</sup>. This report shows the number and percentage of email opens and clicks by device type, such as desktop, mobile, or tablet. This report can help NTO understand how their subscribers are engaging with their emails on different devices and optimize their email design and content accordingly.

Time Between Send and Engagement<sup>2</sup>. This report shows the time elapsed between when an email was sent and when a subscriber opened or clicked it. This report can help NTO identify the best time to send emails to their subscribers based on their device preferences and behavior patterns.

**NEW QUESTION: 139**

A Marketing Cloud admin wants to check the status of a salesforce contacts in All Subscribers. The account is connected to their salesforce org via Marketing Cloud Connect.

Which subscriber key should be used to search for the contact in All Subscribers?

- A. 15-digit contact ID
- B. Numeric Subscriber ID
- C. 18-digit Contact ID
- D. Email Address

**Answer: C (LEAVE A REPLY)**

To search for a Salesforce contact in All Subscribers, the admin should use the 18-digit contact ID as the subscriber key. This is because Marketing Cloud Connect uses the 18-digit contact ID as the subscriber key for contacts synchronized from Salesforce. The email address is not a reliable identifier as it can change or be duplicated

**NEW QUESTION: 140**

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

**Answer: D (LEAVE A REPLY)**

Explanation

To address the issue of employees not receiving emails because the messages are being blocked by spam filters, the Marketing Cloud admin should provide the IT team a list of relevant IP addresses to whitelist in their spam filter. Whitelisting is a process that allows NTO to specify which IP addresses are trusted and can bypass the spam filter. By providing the IT team a list of relevant IP addresses, such as the ones used by Marketing Cloud to send emails, the admin can ensure that the emails from NTO will not be blocked or marked as spam by the employees' email servers. The other options are incorrect because:

\* Import employee email addresses into All Subscribers with an "Active" status. This option will not address the issue, as it only affects the subscription status of the employees in Marketing Cloud, not in their email servers. Importing employee email addresses into All Subscribers with an "Active" status means that NTO can send emails to those employees from Marketing Cloud, but it does not guarantee that the emails will be delivered or received by the employees' email servers.

\* Ensure employees have opted in to the test email list or data extension. This option will not address the issue, as it only affects the consent of the employees to receive emails from NTO, not their email servers. Ensuring employees have opted in to the test email list or data extension means that NTO has permission to send emails to those employees, but it does not guarantee that the emails will be delivered or received by the employees' email servers.

\* Ask employees to use personal email addresses instead of corporate email addresses. This option will

\* not address the issue, as it only shifts the problem from one email server to another, not solving it.

Asking employees to use personal email addresses instead of corporate email addresses means that NTO will send emails to different email servers, but it does not guarantee that those email servers will not block or mark the emails as spam.

### **NEW QUESTION: 141**

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. Words or phrases used may trigger spam filters.
- B. Personalization strings map to attributes or data extension fields
- C. Grammar and spelling in the email text is correct.
- D. Each content area specified in a dynamic content rule exists.
- E. Correct syntax is used on any AMPScript in the email's code.

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

### **NEW QUESTION: 142**

Which two data structures could be configured to appear in the out-of-the-box Subscription center? Choose 2 answers

- A. Publication Lists
- B. Data Extensions
- C. Lists
- D. Groups

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

Explanation

The out-of-the-box Subscription center can display Publication Lists and Lists as options for subscribers to opt in or out of. Data Extensions and Groups are not supported by the default Subscription center.

### **NEW QUESTION: 143**

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](#))**

To ensure that users have access to Query Studio in Marketing Cloud, the admin should license all appropriate users within the installed package. This involves configuring user permissions and ensuring that licenses are assigned to users who need access to Query Studio. This approach ensures that only authorized users can use the tool, maintaining security and compliance within the organization.

#### **NEW QUESTION: 144**

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

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

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

#### **NEW QUESTION: 145**

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. Link Wrapping
- B. CloudPagesURL AMPscript function
- C. Web Analytics Connector

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

#### **NEW QUESTION: 146**

Northern Trail Outfitters (NTO) keeps their subscribers in sync with their external database via the import of a CSV file which is dropped to the of Marketing Cloud SFTP each day.

However, NTO has realized the number of subscribers being sent emails is considerably lower than the number they were expecting based on records in their database.

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

- A. External Key within the Import File Activity
- B. Run Completion within the File Drop Automation

C. Runtime Error within the File Drop Automation

D. Notation Settings within the Import File Activity

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

Explanation

To monitor whether all records were added to the target data structure each day, NTO should use the Notification Settings within the Import File Activity. The Notification Settings allow NTO to specify an email address or a data extension to receive notifications about the status and results of the import. The notifications include information such as the number of records processed, added, updated, skipped, or failed. This way, NTO can track and verify the import process and identify any issues or errors. The other options are incorrect because:

\* External Key within the Import File Activity. The External Key is a unique identifier for the Import File Activity that can be used for API calls or SQL queries. However, it does not provide any information about the status and results of the import.

\* Run Completion within the File Drop Automation. The Run Completion is a summary of the execution of the File Drop Automation that shows the start time, end time, duration, and status. However, it does not provide any information about the status and results of the import.

\* Runtime Error within the File Drop Automation. The Runtime Error is a message that indicates an error occurred during the execution of the File Drop Automation that prevented it from completing successfully. However, it does not provide any information about the status and results of the import.

### **NEW QUESTION: 147**

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year. Where would the admin retrieve this information?

A. Contact Builder > All Contacts > Email

B. Analytics Builder > Reports > Email Send Report

C. Email Studio > Email > Tracking > Sends

D. Studio > Email > Subscribers > All Subscribers

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

Explanation

The Email Send Report in Analytics Builder is the best place to view the total number of emails sent across all business units in the last calendar year. This report provides a summary of email performance metrics such as sends, opens, clicks, bounces, and unsubscribes for a specified time period.

### **NEW QUESTION: 148**

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

- A. Use a web-safe font for text that closely matches the brand's custom font.
- B. Build an email as one image, with all text saved in the brand font.
- C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- D. Build an email using multiple images, with all text saved in the brand font.

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

Explanation

The recommended best practice for font usage in email is to use a web-safe font for text that closely matches the brand's custom font. Web-safe fonts are fonts that are commonly available across different operating systems and email clients. Using a web-safe font ensures that the email text will be displayed consistently and legibly to the subscribers

### **NEW QUESTION: 149**

A customer frequently holds seminars and other events to interface with their customers.

They plan to do the following:

- Use Smart Capture forms to write data into event registration data extensions.
- Cross-reference the records in each registration data extension with corresponding invitation email sends.
- Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?

- A. AMPscript
- B. SQL
- C. HTML
- D. CSS

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

Explanation

The correct answer is B because SQL can be used to cross-reference the records in each registration data extension with corresponding invitation email sends, and to send a follow-up email to customers who click on the registration link but do not complete registration. A is incorrect because AMPscript cannot be used to cross-reference records or send follow-up emails. C is incorrect because HTML cannot be used to cross-reference records or send follow-up emails. D is incorrect because CSS cannot be used to cross-reference records or send follow-up emails.

### **NEW QUESTION: 150**

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

- A. From Address Management
- B. Sender Profiles
- C. Reply Mail Management
- D. Identity Verification Log

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 151**

Northern Trail Outfitters(NTO) wants a business analyst to import contact lists. The analyst has the followCloud Channel Manager and Marketing Cloud Viewer. TheAnalyst logged in but is unable to import contacts.

How should NTO update the user to allow the analyst the appropriate access?

- A. Add Distributed Sending User
- B. Remove Marketing Cloud Viewer
- C. Remove Marketing Cloud Channel Manager
- D. Add Marketing Cloud Security Administrator

**Answer: B (LEAVE A REPLY)**

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**NEW QUESTION: 152**

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. Configure the business unit data retention setting to 12 months
- B. Configure the Enterprise-wide default retention to one year
- C. Set inactive date 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)**

To clear inactive data stored in data extensions after 12 months, NTO should apply a row-based retention to each data extension as it is created, set to 12 months. This will delete any records that have not been modified in the last 12 months. Row-based retention can be applied to individual data extensions or data extension templates

**NEW QUESTION: 153**

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: (SHOW ANSWER)**

Recommendations for integrating diverse student data into Journey Builder:

\* Data Designer: Utilize Data Designer to establish relationships between student data, alumni records, and the contact record. This tool allows the creation of a unified view that supports personalized journeys based on comprehensive student profiles.

\* Synchronized Data Sources: Implement synchronized data sources to continuously import and update data from the Sales Cloud, ensuring that the data in Marketing Cloud remains current and accurate.

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