



Salesforce

Exam Questions Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator (SP20)

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NEW QUESTION 1

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.

What should NTO do to create this audience?

- A. Measures
- B. SQL Queries
- C. Data Filters
- D. Journey

Answer: A

NEW QUESTION 2

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

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

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

Answer: A

NEW QUESTION 3

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: C

NEW QUESTION 4

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: AD

NEW QUESTION 5

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

NEW QUESTION 6

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

NEW QUESTION 7

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nto.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.nto.com
- B. The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors
- C. Cloudpages personalized URLs are served from cloud.email.nto.com

D. Users receive Marketing Cloud password reset emails from help@email nto.com

Answer: AC

NEW QUESTION 8

A Marketing Cloud admin notices out of the last several sends, Send log data for a recent How could the admin ensure send data is recorded?

- A. Send logging is enabled for the send
- B. Correct Send Log template is selected
- C. Send Logging is available for A/B tests
- D. Data retention settings is specified

Answer: A

NEW QUESTION 9

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: B

NEW QUESTION 10

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication. What would be achieved with SAP?

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

Answer: A

NEW QUESTION 10

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

NEW QUESTION 13

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

NEW QUESTION 14

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet.

Individuals should only be allowed to enter once, and the winner will be selected randomly.

All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution? Choose 2 answers

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

Answer: BD

NEW QUESTION 19

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: B

NEW QUESTION 24

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: D

NEW QUESTION 25

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

At which level should the utm_campaign value be configured?

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

Answer: C

NEW QUESTION 27

A Marketing Cloud admin has been asked to get the last 30 days of Bounce data from their account. What should the admin use to get granular bounce data in bulk in a pre-defined format?

- A. CSV download of bounce data in My Tracking
- B. Automation Studio Tracking Extract
- C. Automation Studio Query Activity
- D. Discover Deliverability Complaint Rate Report

Answer: B

NEW QUESTION 30

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

NEW QUESTION 32

A Marketing Cloud admin wants to configure a new keyword for an upcoming SMS campaign. After entering the desired keyword CELEBRATION, the admin notices the keyword is unavailable.

What issue could the admin be facing?

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

Answer: A

NEW QUESTION 36

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

Which two filtering options could be used when configuring the Contact synced object? Choose 2 answers

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

Answer: BC

NEW QUESTION 40

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: A

NEW QUESTION 41

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

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

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

Answer: C

NEW QUESTION 44

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 for the user settings.

What action should correct the issue?

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

Answer: A

NEW QUESTION 45

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: A

NEW QUESTION 50

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: AB

NEW QUESTION 53

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: AD

NEW QUESTION 56

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: D

NEW QUESTION 57

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer

In which two ways should the admin configure Data Designer to allow this data to be used within a Journey? Choose 2 answers

- A. Link the Customers data extension to the data model using Customer ID
- B. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- C. Link the Orders data extension to the Customers data extension using a One-to-Many relationship
- D. Link the Customers data extension to the data model using Email Address

Answer: AC

NEW QUESTION 59

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

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

Answer: D

NEW QUESTION 64

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

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

Answer: D

NEW QUESTION 68

Setup Assistant provides information and resources for configuring a new Marketing Cloud account. Which two topics does Setup Assistant cover? Choose 2 answers

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

Answer: D

NEW QUESTION 69

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

NEW QUESTION 72

Which Product enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content?

- A. Content Builder
- B. Einstein Send Time Optimization
- C. Audience Builder
- D. Einstein Email Recommendations

Answer: D

NEW QUESTION 77

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

- A. Engagement Split
- B. Random Split
- C. Content Split
- D. Decision Split

Answer: B

NEW QUESTION 79

Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit. How should they accomplish this?

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

Answer: A

NEW QUESTION 81

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: B

NEW QUESTION 86

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: CD

NEW QUESTION 89

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

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

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

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

Answer: A

NEW QUESTION 92

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

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

Answer: BC

NEW QUESTION 96

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:

C

NEW QUESTION 100

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

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

Answer: A

NEW QUESTION 104

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud. Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?
Choose 2 answers

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

Answer: AB

NEW QUESTION 105

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

The Company collects the following information:

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

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

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

- A. Customer Data
- B. Event Registration
- C. Venue Details
- D. Payment Details

Answer: AC

NEW QUESTION 107

Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records. How should the unique identifier of the data model be setup if the MobilePush and Email channels are used within the same account?

- A. Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- B. Use a third-party system to identify and delete duplicate Contact Keys.
- C. Strategically control the Contact Key values and tie records together across channels using this key.
- D. Strategically control the Contact Key values in Email, but let Marketing Cloud automatically tie records as needed from MobilePush.

Answer: C

NEW QUESTION 108

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