Salesforce

Exam Questions Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator (SP20)

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NEW QUESTION 1
Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.
What consideration could account for this behavior?

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

Answer: B

NEW QUESTION 2
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 Regional or Local Administrator
D. Marketing Cloud Administrator

Answer: BC

NEW QUESTION 3
A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is performing.
Which report should be used?

A. Dynamic Content for Triggered Sends
B. Sends Account Send Summary
C. Impression Tracking for Triggered Sends
D. Email Performance by Attribute

Answer: C

NEW QUESTION 4
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: CD

NEW QUESTION 5
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

NEW QUESTION 6
A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

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

Answer: A

NEW QUESTION 7
Where would a Marketing Cloud admin view all verified email addresses?

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

Answer: B

NEW QUESTION 8
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: BC

NEW QUESTION 9
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 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: AD

NEW QUESTION 10
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

NEW QUESTION 11
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

NEW QUESTION 15
Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud. What should the Marketing Cloud admin consider when sending from the new IP Address?

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

Answer: C

NEW QUESTION 19
Northern Trail Outfitters has Marketing Cloud users who need data extension View and Update permissions for campaigns related to B3C sales, out not any permissions for campaigns related to B2B sales.
How should they accomplish this?

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

Answer: C

NEW QUESTION 20
Northern Trail Outfitters (NTO) wants a business analyst to import contact lists. The analyst has the followCloud Channel Manager and Marketing Cloud Viewer.
The Analyst logged in but is unable to import contacts.
How should NTO update the user to allow the analyst the appropriate access?

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

Answer: D

NEW QUESTION 24
Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and theyneed 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 25
A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.
Why would the total contact count be less than the total number of contacts from all data sources?

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

Answer: B

NEW QUESTION 26
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

NEW QUESTION 30
NTO has been noting reduced deliverability when they do large sends.
Which part of deliverability is tied to hitting Spam Traps during a send?

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

Answer: B

NEW QUESTION 32
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

NEW QUESTION 33

The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.
Which three items will Validate check in an email message? Choose 3 answers

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

Answer: ADE

NEW QUESTION 37
What are entry source types for Journey Builder?

A. Data Extension, CloudPages, 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

NEW QUESTION 38
NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.
Which three values could be used as personalization strings in query string parameters? Choose 3 answers

A. Product Code
B. Application ID
C. Subscriber ID
D. Email Address
E. Name

Answer: ABC

NEW QUESTION 43
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

NEW QUESTION 45
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

NEW QUESTION 48
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

NEW QUESTION 51
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 55
A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounces status in Marketing Cloud.
What are the effects of the click to the subscriber's status?

A. Status is changed to Active and the bounce count is unchanged
B. Status is changed to Held for 72 hours and the bounce count is set to Zero
C. Status remains as Bounced the bounce count is unchanged
D. Status is changed to Active and the bounce count is set to Zero

Answer: D

NEW QUESTION 56
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: AB

NEW QUESTION 58
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 59
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: C

NEW QUESTION 63
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. Einstein STO
B. Engagement Split
C. Wait Until Date
D. Join

Answer: D

NEW QUESTION 68
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: C

NEW QUESTION 72
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 formula field
B. Filter existing records in All Subscribers

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

Answer: D

NEW QUESTION 75
Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication.
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Answer: A

NEW QUESTION 76
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 79
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