

## [Sep-2022 Practice Salesforce Marketing-Cloud-Administrator exam. Online Exam Practice Tests with detailed explanations! Pass Marketing-Cloud-Administrator with confidence! [Q32-Q52]

### **Practice Salesforce Marketers Marketing-Cloud-Administrator exam. Online Exam Practice Tests with detailed explanations! Pass Marketing-Cloud-Administrator with confidence!**

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**Q32.** 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?

- \* Campaign Email Tracking Report
- \* Email Performance Over Time Report
- \* Email Send Report
- \* Account Send Summary Report

**Q33.** 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?

- \* Remove Marketing Cloud Viewer
- \* Add Marketing Cloud Security Administrator
- \* Remove Marketing Cloud Channel manager
- \* Add Distributed Sending user

**Q34.** 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?

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

**Q35.** A Marketing Cloud admin needs to warm their accounts Dedicated IP.

What option for segmentation aligns with the IP Warming process?

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

**Q36.** 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?

- \* Unique Contact Identifier
- \* Primary key
- \* Unique Contact email address
- \* Subscriber ID

**Q37.** A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable String to links in emails.

Which functionality would allow this?

- \* Parameter Manager
- \* Web and Mobile Analytics
- \* Advertising Studio
- \* Personalization Builder

**Q38.** 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?

- \* Filter records on a formula field
- \* Filter existing records in All Subscribers
- \* Filter records created after a specified date
- \* Filter records on a Boolean field

**Q39.** 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

- \* Product Code
- \* Application ID
- \* Subscriber ID
- \* Email Address
- \* Name

**Q40.** 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?

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

**Q41.** A Marketing Cloud admin is configuring the MarketingCloud 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:

&#8211; Customers contains information about subscribers including Email Address, First Name, Last name.

&#8211; 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

- \* Linkthe Customers data extension to the data model using Customer ID
- \* Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- \* Link the Orders data extension to the Customers data extension using a One-to-Manyrelationship
- \* Link the Customers data extension to the data model using Email Address

**Q42.** 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

- \* Marketing Cloud Security Administrator
- \* Administrator
- \* Data Manager
- \* Marketing Cloud Administrator

**Q43.** What does Marketing Cloud authenticate when a user logs in through the user interface?

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

**Q44.** 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

- \* Microsite with Web Collect to store entrants on a data extension.

- \* Microsite with Smart Capture to store entrants on a data extension.
- \* Send Email Activity with a link to a subscription center.
- \* Data Extension with double opt-in status defined.

**Q45.** 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?

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

**Q46.** 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

- \* Products purchased from a competitor.
- \* Number of items per order.
- \* Channel preference of customers.
- \* Last purchase date

**Q47.** 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

- \* Create Support Case
- \* Failed Sends
- \* Help and Training
- \* System Status

**Q48.** 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?

- \* Journey Templates
- \* Deployment Manager
- \* Journey Extracts
- \* Copy activities

**Q49.** 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

- \* Bitly URL Shortener
- \* Facebook ad manager
- \* Login detail for each social media account
- \* Google URL shortner

**Q50.** 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:

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- \* Link the Customers data extension to the data model using Email Address

**Q51.** 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&#8217; 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?

- \* AMPscript
- \* SSJS
- \* SQL
- \* HTML

**Q52.** 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.

- \* Use Data Designer to link student and alumni data to the contact record.
- \* Create an Import Activity to import alumni data into Salesforce Report.
- \* Create list attributes to store student data from the Sales Cloud.
- \* Use Synchronized Data Sources to data from the Sales Cloud.

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