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MARKETING-CLOUD-ADMINISTRATOR Exam

Salesforce Certified Marketing Cloud Administrator Exam

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Version: 4.0

Question: 1

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 placed on the correct subfolder within the SFTP
D. Use the exact file name used for the trigger in the Import File Activity

Answer: A

Question: 2

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.
Which two terms would they add to their website to accomplish this?
Choose 2 answers

A. Collect Code
B. Recommendation Code
C. Conversion/Cart Code
D. Email Conversion Code

Answer: A B

Question: 3

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

Question: 4

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

Question: 5

(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

Question: 6

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

Question: 7

Which three considerations should be made when setting up Distributed Marketing?
Choose 3 answers

A. Business users can select any email at time of send.
B. Default options can be set up for the greeting in the email.
C. A journey can be connected to one or more Campaigns.
D. The DM administrator Profile is required to access Distributed Marketing.
E. Messages can be sent to Contacts, Leads, and Person Accounts.

Answer: A,C,E

Question: 8

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: C,D

Question: 9

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

Question: 10

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: B,C

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