

## Valid Marketing-Cloud-Administrator Test Answers & Salesforce Marketing-Cloud-Administrator Exam PDF [Q58-Q79]



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Salesforce Marketing-Cloud-Administrator Certification Real 2022 Mock Exam

### NEW QUESTION 58

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

### NEW QUESTION 59

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

this task?

- \* Company Settings
- \* Feature Settings
- \* Data Management
- \* Security

### NEW QUESTION 60

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:

&#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

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

### NEW QUESTION 61

Northern Trail Outfitters&#8217; security team has password policies they want enforced within Marketing Cloud.

Which policies could the Marketing Cloud admin configure in Setup?

- \* Minimum Password Length, Password Complexity, Password History, Expiration Period
- \* Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
- \* Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions
- \* Maximum Password Length, Password Complexity, Unique Password, Expiration Period

### NEW QUESTION 62

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

### NEW QUESTION 63

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&#8217;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

#### **NEW QUESTION 64**

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?

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

#### **NEW QUESTION 65**

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?

- \* Restricted Values
- \* List Detective
- \* Invalid Email Address
- \* Skipped Records

#### **NEW QUESTION 66**

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- \* Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- \* Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

- \* File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- \* File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

### NEW QUESTION 67

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?

- \* The user gets Added to a blocklist that causes an Enterprise level unsubscribe
- \* The user Is getting deleted from the AN Subscribers list
- \* Data in data extensions corresponding to the customer
- \* Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

### NEW QUESTION 68

Northern Trail Outfitters has the Discover Reporting Tool.

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

Choose 2 answers

- \* Time Between Send and Engagement
- \* Email Performance by Device
- \* Email Sending Performance Report
- \* Deliverability Complaint Rate

### NEW QUESTION 69

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

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

### NEW QUESTION 70

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

- \* Data Designer
- \* Cloud Pages
- \* Web Analytics Connector
- \* Content Builder

### NEW QUESTION 71

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?

- \* Selected SFTP folder
- \* Original SFTP folder
- \* Target Data Extension
- \* Safehouse

### NEW QUESTION 72

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?

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

### NEW QUESTION 73

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?

- \* Publication Lists
- \* Subscriber Keys
- \* Profile Center
- \* Send Logging

### NEW QUESTION 74

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?

- \* 15-digit contact ID
- \* Numeric Subscriber ID
- \* 18-digit Contact ID
- \* Email Address

### NEW QUESTION 75

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

- \* Open and click activity are tracked in either version.
- \* The email will avoid detection by various SPAM filters.

- \* An auto-generated text version will be sent with your HTML email.
- \* A custom text version will be sent with your HTML email.

### NEW QUESTION 76

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

- \* Contact-specific data at the job level
- \* Contact data in non-sendable data extensions
- \* General tracking data at the job level
- \* Contact data in sendable data extensions

### NEW QUESTION 77

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?

- \* External Key within the Import File Activity
- \* Run Completion within the File Drop Automation
- \* RuntimeError within the File Drop Automation
- \* Notation Settings within the Import File Activity

### NEW QUESTION 78

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

- \* Number
- \* Text
- \* Boolean
- \* Decimal

### NEW QUESTION 79

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

- \* Preference Center link and physical mailing address
- \* Business name and a link to the business website
- \* Business name and physical mailing address
- \* Preference Center link and a link to the business website

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