Prepare With Top Rated High-quality Marketing-Cloud-Administrator Dumps For Success in Marketing-Cloud-Administrator Exam [Q79-Q101

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Salesforce Marketing-Cloud-Administrator Exam Syllabus Topics:

TopicDetailsTopic 1- Given a scenario, evaluate data quality- describe the configuration of Mobile Studio, Email StudioTopic 2- Evaluate benefits of additional Marketing Cloud products- Describe Marketing Cloud extension productsTopic 3- Describe solutions for data extraction and report generation- Recognize security best practices for data, permissions, and PIITopic 4- Given a scenario, determine how to configure integrations- Given a scenario, describe the contact modelTopic 5- Given a scenario, implement the configuration of business units, users- permissions, and security- passwords- Describe the features in Setup Home

How can you begin study for the Marketing Cloud Administrator Certification Exam **Best guide For Marketing Cloud Administrator Certification Exam Quick preparation guide if you don't have time to read complete the page**

The Salesforce Certified Sales Cloud Administrator program is designed for administrators who can configure Marketing Cloud products using industry best practices and products. Applicants are generally familiar with the data structure in subscriber data management and can go through a thorough configuration. Marketing Cloud certified administrators can correctly resolve user

account settings and user requests.

QUESTION 79

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?
* Content Builder Settings
* Emails Studio Settings
* Account Settings
* Campaign Settings

QUESTION 80

Northern Trail Outfitters’ security team has password policies they want enforced within Marketing Cloud.

Which policies could the Marketing Cloud admin configure in Setup7
* 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

QUESTION 81

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
* Upon receiving an email, all tracked links start with click.email.nto.com
* The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors
* Cloudpages personalized URLs are served from cloud.email.nto.com
* Users receive Marketing Cloud password reset emails from help@email nto.com

QUESTION 82

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?
* Give permissions to users at top-level account to assign their own business units.
* Search for the individual user, select their name, and click Manage Business Units.
* Search for the individual user, select their name and click Edit Business Units.
* Re-import the users to update their assigned business units

QUESTION 83

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

* Publication Lists
* Data Extensions
* Lists
* Groups

QUESTION 84

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

QUESTION 85

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted.

Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?
* Import Activity
* Data Extract Activity
* File Transfer Activity
* Decryption Activity

QUESTION 86

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
* Set default permissions with the restrictions on the business unit
* Apply a permission set to the business unit
* Disable the permissions directly within the business unit

QUESTION 87

NTO has been noting reduced deliverability when they do large sends.

Which part of deliverability is tied to hitting Spam Traps during a send?
* List Hygiene
* Authentication
* Content
* Engagement

QUESTION 88

Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com).

Which steps should be taken to implement this?

Choose 2 answers
* Edit the entity Verification Settings
* Enable IP Whitelisting
* Add a Domain to the Export Email Whitelist
* Enforce Export Email Whitelist

QUESTION 89

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.

Where should the Marketing Cloud admin begin troubleshooting?
* Contact Builder > Synchronized Data Extensions
* Automation Studio > File Transfers
* Contact Builder > Data Sources
* Email Studio > Synchronized Data Extensions

QUESTION 90

Setup Assistant provides information and resources for configuring a new Marketing Cloud account.

Which two topics does Setup Assistant cover?

Choose 2 answers
* Enabling Mobile Connect
* Managing the Enhanced SFTP
* Configuring Journey Builder
* Setting up the Data Structure

QUESTION 91

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?
* Branding for each business units’ profile centers will be inherited from the default business unit setup.
* Profile/Preference centers are automatically created for each business unit connected through Multi-org
* Multi org does not support the standard profile preference center for the business units.
* Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

QUESTION 92

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.

Which feature should they use?
* Tokenized Sending
* Field Level Encryption
* Lookup reference to Contact Object

* Master-detail relationship to Contacts

QUESTION 93

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?
* Status is changed to Active and the bounce count is unchanged
* Status is changed to Held for 72 hours and the bounce count is set to Zero
* Status remains as Bounced the bounce count is unchanged
* Status is changed to Active and the bounce count is set to Zero

QUESTION 94

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?
* Add Marketing Cloud Security Administrator
* Add Distributed Sending User
* Remove Marketing Cloud Channel Manager
* Remove Marketing Cloud Viewer

QUESTION 95

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?
* Google Analytics 360
* Collect Tracking code
* Conversion Tracking
* Web & Mobile Analytics

QUESTION 96

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?!
* AMPscript for Marketing Cloud
* Web Analytics Connector
* Google Analytics 360
* Marketing Cloud Connect

QUESTION 97

A Marketing Cloud admin wants to ensure email sends exclude their testing prefix of [PREVIEW] in the subject line when deploying from Email Studio.

What should the admin do to prevent the prefix from deploying in live sends?
* Use Proof instead of [PREVIEW]

* Add [PREVIEW] to the subject line validation list
* Require several campaign approvals
* Wrap the subject line with AMPscript

QUESTION 98

Which three options determine when a contact could enter a journey?

Choose 3 answers.
* Re-entry at any time
* Re-entry by attribute
* Re-entry by date
* No re-entry
* Re-entry only after exiting

QUESTION 99

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
* Select all records which have opened an email in the past six months
* Select all records with an email address
* Select all records which are active in All Subscribers
* Select all records where HasOptedOutofEmail is FALSE

QUESTION 100

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?
* Subscriber
* Link
* Email
* Account

QUESTION 101

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

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