

# MARKETING-CLOUD- ADMINISTRATOR<sup>Q&As</sup>

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**QUESTION 1**

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

Which feature should they use?

- A. Tokenized Sending
- B. Field Level Encryption
- C. Lookup reference to Contact Object
- D. Master-detail relationship to Contacts

Correct Answer: A

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**QUESTION 2**

Which activity should be used for multivariate content testing within Journey Builder?

- A. Engagement Split
- B. Random Split
- C. Content Split
- D. Decision Split

Correct Answer: B

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**QUESTION 3**

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.

Which network(s) support lookalike audiences directly from Advertising Studio?

- A. Facebook and Twitter
- B. Facebook
- C. Google and Facebook
- D. Twitter

Correct Answer: A

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**QUESTION 4**

What should be confirmed to ensure Journey Builder directs the subscribers correctly?

- A. Journey Data is used for the Decision Split.
- B. Entry Source attributes are available in Journey Settings.
- C. Contract Data is used for the Decision Split.
- D. Filter Contacts are enabled to refine the audience.

Correct Answer: A

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#### QUESTION 5

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female.

Which method should a consultant recommended to ensure content is displayed properly within the email.

- A. AMPscript conditional against the Gender field
- B. AMPscriptlookupRows functions
- C. A/B Test content type
- D. Dynamic Content Wizard

Correct Answer: D

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