

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

Salesforce Certified Marketing Cloud Administrator

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### QUESTION 1

NTO has been noting reduced deliverability when they do large sends. Which part of deliverability is tied to hitting Spam Traps during a send?

- A. List Hygiene
- B. Authentication
- C. Content
- D. Engagement

Correct Answer: B

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### QUESTION 2

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?

- A. Remove Marketing Cloud Viewer
- B. Add Marketing Cloud Security Administrator
- C. Remove Marketing Cloud Channel manager
- D. Add Distributed Sending user

Correct Answer: C

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### QUESTION 3

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:

1.

Customers contains information about subscribers including Email Address, First Name, Last name.

2.

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

- A. Link the Customers data extension to the data model using Customer ID

- B. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- C. Link the Orders data extension to the Customers data extension using a One-to-Many relationship
- D. Link the Customers data extension to the data model using Email Address

Correct Answer: AC

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#### QUESTION 4

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?

- A. AMPscript for Marketing Cloud
- B. Parameter Manager
- C. Google Analytics 360
- D. Marketing Cloud Connect

Correct Answer: B

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#### QUESTION 5

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

- A. Products purchased from a competitor.
- B. Number of items per order.
- C. Channel preference of customers.
- D. Last purchase date

Correct Answer: CD

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