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**Exam** : **Marketing-Cloud-Administrator**

**Title** : Salesforce Certified Marketing Cloud Administrator Exam

**Vendor** : Salesforce

**Version** : DEMO

**NO.1** Which three considerations should be made when setting up Distributed Marketing?

Choose 3 answers

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

**Answer:** B,C,D

**NO.2** The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message?

Choose 3 answers

- A.** Personalization strings map to attributes or data extension fields
- B.** Each content area specified in a dynamic content rule exists.
- C.** Grammar and spelling in the email text is correct.
- D.** Words or phrases used may trigger spam filters.
- E.** Correct syntax is used on any AMPScript in the email's code.

**Answer:** A,B,E

**NO.3** While setting up Marketing Cloud Connect, a Marketing Cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:

- Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud user. Contact your system administrator The admin notices the Marketing Cloud for AppExchange Admin option is selected when looking at the user settings What action should correct the issue?

- A.** Reset all passwords to force new tokens
- B.** Apply the Marketing Cloud for AppExchange User option as well
- C.** Apply the appropriate user mappings in the CRM configuration
- D.** Apply the administrator and Marketing Cloud Administrator permission sets to user

**Answer:** D

**NO.4** A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails.

What functionality would allow this?

- A.** Personalization Builder
- B.** Web and Mobile Analytics
- C.** Advertising Studio
- D.** Web Analytics Connector

**Answer:** D

**NO.5** A user asks a Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content

Creator, Data Manager, and Marketing Cloud Viewer.

What should the admin do to resolve the issue so the user can send an email?

- A.** Add the Role Marketing Cloud Channel Manager
- B.** Edit permissions and Grant permissions to Send
- C.** Remove the Marketing Cloud Viewer Role
- D.** Edit permissions and deselect Deny for Email Sending!

**Answer:** B

**NO.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 created after a specified date
- B.** Filter existing records in All Subscribers
- C.** Filter records on a Boolean field
- D.** Filter records on a formula field

**Answer:** C

**NO.7** 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.** Google Analytics 360
- C.** Marketing Cloud Connect
- D.** Web Analytics Connector

**Answer:** D

**NO.8** 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.** Multi org does not support the standard profile preference center for the business units.
- B.** Profile/Preference centers are automatically created for each business unit connected through Multi-org
- C.** Branding for each business units' profile centers will be inherited from the default business unit setup.
- D.** Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

**Answer:** A

**NO.9** A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A.** Identify and assign appropriate keys to tie records together.
- B.** Ensure all available data is included.

- C. Normalize data and fields to prevent redundancy.
- D. Ensure every data source has a sendable field.
- E. Remove nonessential data for marketing purposes.

**Answer:** A,C,E

**NO.10** Where would a Marketing Cloud admin view all verified email addresses?

- A. Reply Mail Management
- B. Identity Verification Log
- C. Sender Profiles
- D. From Address Management

**Answer:** D