



## **Salesforce**

### **Exam Questions Marketing-Cloud-Administrator**

Salesforce Certified Marketing Cloud Administrator (SP20)

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#### NEW QUESTION 1

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?

- A. Content Builder Settings
- B. Emails Studio Settings
- C. Account Settings
- D. Campaign Settings

**Answer: C**

#### NEW QUESTION 2

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'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?

- A. Campaign Email Tracking Report
- B. Email Performance Over Time Report
- C. Email Send Report
- D. Account Send Summary Report

**Answer: D**

#### NEW QUESTION 3

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

**Answer: D**

#### NEW QUESTION 4

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

- A. Open and click activity are tracked in either version.
- B. The email will avoid detection by various SPAM filters.
- C. An auto-generated text version will be sent with your HTML email.
- D. A custom text version will be sent with your HTML email.

**Answer: AC**

#### NEW QUESTION 5

Northern Trail Outfitters has noticed an issue with their sends today. Which two links in Setup Home could be used to troubleshoot the issue?! Choose 2 answers

- A. Create Support Case
- B. Failed Sends
- C. Help and Training
- D. System Status

**Answer: CD**

#### NEW QUESTION 6

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

- A. Data Designer
- B. Cloud Pages
- C. Web Analytics Connector
- D. Content Builder

**Answer: B**

#### NEW QUESTION 7

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

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

**Answer:** AC

#### NEW QUESTION 8

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts

Which two considerations would help NTO determine if a Dedicated IP is the right choice? Choose 2 answers

- A. All of NTO's accounts should be on the same stack
- B. Send volume is large enough to maintain a positive or neutral reputation
- C. Length of time needed to pause sending is greater than one month
- D. Pre-warmed IP address can be purchased from Salesforce

**Answer:** B

#### NEW QUESTION 9

A Marketing Cloud admin notices out of the last several sends, Send log data for a recent How could the admin ensure send data is recorded?

- A. Send logging is enabled for the send
- B. Correct Send Log template is selected
- C. Send Logging is available for A/B tests
- D. Data retention settings is specified

**Answer:** A

#### NEW QUESTION 10

NTO wants to copy journeys across business units.

What could be used to replicate journey structure so it can be easily recreated in another account?

- A. Journey Templates
- B. Deployment Manager
- C. Journey Extracts
- D. Copy activities

**Answer:** B

#### NEW QUESTION 10

Northern Trail Outfitters (NTO) uses Sender Authentication Package (SAP) for branding purposes. Their German business unit is configured with the SAP domain de.ntomarketing .com.

The German NTO team is preparing for a campaign and wants to use customized CloudPages with the domain de-special.ntomarketing.com.

How could the Marketing Cloud admin meet this requirement?

- A. Purchase a new SAP for de-special.ntomarketing.com
- B. Purchase a new private Domain for use in CloudPages
- C. CloudPages must use the SAP domain
- D. CloudPages must use pages.ntomarketing.com

**Answer:** B

#### NEW QUESTION 15

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units. When should the admin create separate business units for each of NTO's brands?

- A. NTO requires SSL certificate configurations for Content Builder and Portfolio images
- B. Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns
- C. Multiple brand logos must be accommodated in an email header
- D. A new sender profile needs to be leveraged for sending transactional emails

**Answer:** B

#### NEW QUESTION 18

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email. Which Marketing Cloud capability allows for secure transmission of the email address?

- A. CloudPagesURL AMPscript function
- B. Web Analytics Connector
- C. Link Wrapping

**Answer:** A

**NEW QUESTION 20**

Northern Trail Outfitters has Marketing Cloud users who need data extension View and Update permissions for campaigns related to B3C sales, but not any permissions for campaigns related to B2B sales. How should they accomplish this?

- A. Create separate folders and add permissions
- B. Create a shared data extension
- C. Update data extension object level permissions
- D. Create a new business unit

**Answer:** C

**NEW QUESTION 21**

Northern Trail Outfitters (NTO) wants a business analyst to import contact lists. The analyst has the following Cloud 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?

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

**Answer:** D

**NEW QUESTION 24**

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?

- A. Subscriber
- B. Link
- C. Email
- D. Account

**Answer:** C

**NEW QUESTION 27**

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes. Which two actions should NTO take in order to create Send Classifications? Choose 2 answers

- A. Define a Sender Profile.
- B. Define a Subscriber -specific From Name.
- C. Define custom Reply Mail Management.
- D. Define a Delivery Profile.

**Answer:** AD

**NEW QUESTION 31**

A Marketing Cloud admin has been asked to update their Marketing cloud SFTP password. Where in setup could they accomplish this task?

- A. Data management
- B. Security
- C. Feature Settings
- D. Company Settings

**Answer:** A

**NEW QUESTION 34**

A Marketing Cloud admin has been asked to get the last 30 days of Bounce data from their account. What should the admin use to get granular bounce data in bulk in a pre-defined format?

- A. CSV download of bounce data in My Tracking
- B. Automation Studio Tracking Extract
- C. Automation Studio Query Activity
- D. Discover Deliverability Complaint Rate Report

**Answer:** B

**NEW QUESTION 37**

A customer frequently holds seminars and other events to interface with their customers. They plan to do the following:  
- Use SmartCapture forms to write data into event registration data extensions.  
- Cross-reference the records in each registration data extension with corresponding invitation email sends.

- Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.  
Which skill is needed to build an efficient solution?

- A. AMPscript
- B. SQL
- C. HTML
- D. CSS

**Answer:** A

#### NEW QUESTION 38

To prevent retention of stagnant data, Northern Trail Outfitters (NTO) wants any inactive data stored in data extensions to be cleared after 12 months. What action should NTO take?

- A. Configure the business unit data retention setting to 12 months
- B. Configure the Enterprise wide default retention to one year
- C. Set inactive date to be automatically cleared after one year, but is recoverable
- D. Apply a row based retention to each data extension as it is created, set to 12 months

**Answer:** D

#### NEW QUESTION 42

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

**Answer:** B

#### NEW QUESTION 43

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
- Contact records will be augmented by relational data tables via Contact Builder.
- The customer data file will contain 5M records with 40+ attributes.
- One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- A customer ID will be used as the unique identifier for each contact. Which statement differentiates the use of data extensions over lists?

- A. Data extensions allow for add/update Import activity.
- B. Data extensions can store HTML code as an attribute.
- C. Data extensions support Customer ID to be used as Subscriber Key.
- D. Data extensions are necessary for Contact Builder

**Answer:** D

#### NEW QUESTION 46

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

- A. Preference Center link and physical mailing address
- B. Business name and a link to the business website
- C. Business name and physical mailing address
- D. Preference Center link and a link to the business website

**Answer:** A

#### NEW QUESTION 49

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key. Which import type could the admin use instead?

- A. Add Only
- B. Overwrite
- C. Add and Update
- D. Update Only

**Answer:** B

#### NEW QUESTION 54

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected. Which two settings should be selected before the admin can configure the Holdback percentage? Choose 2 answers

- A. Data Extension entry source
- B. Journey re-entry settings
- C. Run Once schedule type
- D. Winner evaluation

**Answer:** CD

**NEW QUESTION 57**

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?

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

**Answer:** D

**NEW QUESTION 58**

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

**Answer:** B

**NEW QUESTION 59**

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months. What action should be taken?

- A. Configure the business unit data retention setting to 12 months
- B. Configure the Enterprise wide default retention to one year
- C. Set inactive data to be automatically cleared after one year, but is recoverable
- D. Apply a Row Based Retention to each data extension as it is created, set to 12 months

**Answer:** D

**NEW QUESTION 61**

Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams. How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- A. Deploy Multi-Org with a single Marketing Cloud Account
- B. Deploy separate Publication Lists for each region within one account
- C. Filter data view permissions at the subscriber level
- D. Separate regions into business units and apply Subscriber Filters

**Answer:** D

**NEW QUESTION 63**

What functionality is contained in Journey Builder that does not exist in Automation Studio?

- A. Native execution of a Server-side JavaScript activity.
- B. The option to convert a qualified Lead to a Contact.
- C. Flexibility to wait based on duration or a specific time.
- D. The ability to send an email to a Salesforce audience.

**Answer:** B

**NEW QUESTION 66**

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year. Where would the admin retrieve this information?

- A. Contact Builder > All Contacts > Email
- B. Analytics Builder > Reports > Email Send Report
- C. Email Studio > Email > Tracking > Sends
- D. Studio > Email > Subscribers > All Subscribers

**Answer:** B

**NEW QUESTION 68**

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters. How could the Marketing Cloud admin address this issue?

- A. Import employee email addresses into All Subscribers with an "Active status"
- B. Ensure employees have opted in to the test email list or data extension
- C. Ask employees to use personal email addresses instead of corporate email addresses
- D. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter

**Answer:** D

#### NEW QUESTION 69

A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order\_Details, and Products.

The data extensions contain the following information:

- Orders: OrderId, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal
- Order\_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount
- Products: ProductId, SKU, Name, Description, Cost, Price Which two actions should be taken in Data Designer? Choose 2 answers

- A. Create a one-to-one relationship between the contact record and Order Details.
- B. Create a one -to -many relationship between Orders and Order\_Details.
- C. Create a one-to-one relationship between Orders and Order\_Details.
- D. Create a one-to-one relationship between Order\_Details and Products.

**Answer:** BD

#### NEW QUESTION 71

Northern Trails Outfitters uses Doubleclick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A. Einstein AI
- B. Interaction Studio
- C. Datorama
- D. Google Marketing Platform

**Answer:** C

#### NEW QUESTION 75

Northern Trail Outfitters wants to expand their use of Marketing Cloud to business users who spend their day in Sales Cloud, without granting access to Marketing Cloud directly.

What feature should be used?

- A. Distributed Sending
- B. Distributed Marketing
- C. Marketing Cloud Connect

**Answer:** C

#### NEW QUESTION 79

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?

- A. Status is changed to Active and the bounce count is unchanged
- B. Status is changed to Held for 72 hours and the bounce count is set to Zero
- C. Status remains as Bounced the bounce count is unchanged
- D. Status is changed to Active and the bounce count is set to Zero

**Answer:** D

#### NEW QUESTION 82

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Subscriber Key
- B. Contact ID
- C. Member Record
- D. Data Extensions

**Answer:** A

#### NEW QUESTION 86

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?

- A. Use Proof instead of [PREVIEW]
- B. Add [PREVIEW] to the subject line validation list
- C. Require several campaign approvals
- D. Wrap the subject line with AMPscript

**Answer:** B

#### NEW QUESTION 91

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- Emails will be built using a custom dynamic template for these messages.
- Links will vary over time and across campaigns.
- Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
- Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

- A. AMPscript
- B. SSJS
- C. SQL
- D. HTML

**Answer: A**

#### NEW QUESTION 92

What is Setup Assistant?

- A. Support service allowing the outsourcing of repetitive admin tasks
- B. A prioritized account configuration checklist
- C. A search within Help and Training limited to configuration documents
- D. A dashboard containing key metrics for the business unit

**Answer: B**

#### NEW QUESTION 94

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?

- A. Contact Builder > Synchronized Data Extensions
- B. Automation Studio > File Transfers
- C. Contact Builder > Data Sources
- D. Email Studio > Synchronized Data Extensions

**Answer: C**

#### NEW QUESTION 96

An email manager was anticipating a test email to arrive in their inbox.

Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Tracking > Test Send Emails
- B. My Reports > Administrator Reports > Email Send Report
- C. My Reports > Administrator Reports > Email Sends By User
- D. My Tracking > A/B Testing

**Answer: A**

#### NEW QUESTION 99

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?

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

**Answer: B**

#### NEW QUESTION 103

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud. Which policies could the Marketing Cloud admin configure in Setup?

- A. Minimum Password Length, Password Complexity, Password History, Expiration Period
- B. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
- C. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions
- D. Maximum Password Length, Password Complexity, Unique Password, Expiration Period

**Answer: A**

#### NEW QUESTION 106

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

- A. Move the File Transfer to its own automation and include a notification email address
- B. Move the Import definition to its own automation and include a notification email address
- C. Update the Import definition to include a notification email address
- D. Update the automation to include a notification email address for Runtime Errors

**Answer:** C

**NEW QUESTION 109**

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.

Which two terms would they add to their website to accomplish this? Choose 2 answers

- A. Collect Code
- B. Recommendation Code
- C. Conversion/Cart Code
- D. Email Conversion Code

**Answer:** B

**NEW QUESTION 113**

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## Relate Links

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