

MARKETING-CLOUD- ADMINISTRATOR^{Q&As}

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QUESTION 1

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

Correct Answer: D

QUESTION 2

A Consultant has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed. Which import type should be used?

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

Correct Answer: C

QUESTION 3

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

Correct Answer: C

QUESTION 4

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. IP Allowlist
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Correct Answer: A

QUESTION 5

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

QUESTION 6

Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year. What action should be taken to populate the Einstein Engagement Scoring Dashboard?

- A. Select one of the Predictive Algorithms then click Deploy
- B. Click Deploy and results are available immediately
- C. Select the channels (Emails, Push, SMS) to report on then click Activate
- D. Click Activate and wait for an email notification

Correct Answer: A

QUESTION 7

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?

- A. Import Activity
- B. Data Extract Activity
- C. File Transfer Activity
- D. Decryption Activity

Correct Answer: C

QUESTION 8

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory

How should this setup be achieved?

- A. Child business unit SFTP user should be created
- B. Copy the parent SFTP user into each child business unit
- C. Each business unit should have multiple SFTP users
- D. All child business units should have an individual SFTP user

Correct Answer: D

QUESTION 9

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

QUESTION 10

Northern Trail Outfitters just purchased Marketing Cloud.

Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant? Choose 3 answers

- A. Creating users and assigning roles which meet their job functions
- B. Creating a SMS message and sending a mobile campaign
- C. Classifying sends and defining parameters for email sends
- D. Building the data structure used to store audience information
- E. Importing data into contacts using the Data Loader

Correct Answer: ACD

QUESTION 11

What does Marketing Cloud authenticate when a user logs in through the user interface?

- A. If the user is assigned a role in the parent business unit
- B. If the user is logging in from a whitelisted IP address
- C. If the user is an API User on their record
- D. If the user has login hours enabled on their profile

Correct Answer: B

QUESTION 12

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts.

Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

- A. Bitly URL Shortener
- B. Facebook ad manager
- C. Login detail for each social media account
- D. Google URL shortner

Correct Answer: AC

QUESTION 13

Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records. How should the unique identifier of the data model be setup if the MobilePush and Email channels are used within the same account?

- A. Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- B. Use a third-party system to identify and delete duplicate Contact Keys.
- C. Strategically control the Contact Key values and tie records together across channels using this key.
- D. Strategically control the Contact Key values in Email, but let Marketing Cloud automatically tie records as needed from MobilePush.

Correct Answer: C

QUESTION 14

A Marketing Cloud admin wants to ensure no one could access the API with their Marketing Cloud user credentials.

Which security setting would control this behavior?

- A. Select `Identity Verification`
- B. Select `Enable Audit Trail Data Collection`
- C. Deselect `Exclude API Users From Password Expiration`
- D. Deselect `Enable Username and Password for Web Services`

Correct Answer: D

QUESTION 15

An email marketing manager is planning to send a promotional email to one million subscribers. Which data structure should be used?

- A. Data Extension
- B. Publication List
- C. Group
- D. List

Correct Answer: A

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