Exam Questions Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator (SP20)

https://www.2passeasy.com/dumps/Marketing-Cloud-Administrator/

NEW QUESTION 1
(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.
What should NTO do to create this audience?

A. Measures
B. SQL Queries
C. Data Filters
D. Journey

Answer: A

NEW QUESTION 2
A Marketing Cloud Administrator noticed a File Drop Automation has been falling on the Import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer import_. The import is configured to look for a file named Customer import %%Year%%%% Month%%%%Day%%.csv, however, the admin notices the filenames Include seconds and milliseconds
what should the admin do to fix the issue?

A. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity
B. Make sure the team has a date stamp to avoid duplication
C. Make sure the files placed on the correct subfolder within the SFTP
D. Use the exact file name used for the trigger in the Import File Activity

Answer: A

NEW QUESTION 3
Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports
customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.
Which three criteria should the customer use to create an audience for this campaign? Choose 3 answers

A. Proximity to Store
B. Ages in Household
C. Lifetime Purchase Value
D. Conversion Rate
E. Last Purchase Date

Answer: CDE

NEW QUESTION 4
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 5
A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.
Which two actions should the implementation Consultant recommend? Choose 2 answers.

A. Use Data Designer to link student and alumni data to the contact record.
B. Create an Import Activity to import alumni data into Salesforce Report.
C. Create list attributes to store student data from the Sales Cloud.
D. Use Synchronized Data Sources to data from the Sales Cloud.

Answer: AD

NEW QUESTION 6
A Marketing Cloud admin wants to create an SFTP User for the first time. Which two considerations should be taken when configuring an SFTP User7 Choose 2 answers

A. By default, the username is the MID for the current Marketing Cloud MID.
B. Minimum password length is 12 characters.
C. By default, the password will be the password of the logged-in user.
D. Once created, the user will need to be activated in order to use the SFTP.

Answer: BD

NEW QUESTION 7
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 8
Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day. As a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return to the site and continue their shopping.
What action should NTO take?

A. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
B. Create a user-initiated message to logged-in customers to send once the website is restored.
C. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
D. Create and send an apology email that includes a discount for a future purchase to all customers

Answer: B

NEW QUESTION 9
What storage model should be used if a subscriber has more than one value for an attribute?

A. Profile Attribute
B. Data Extensions
C. Publication Lists
D. Lists

Answer: B

NEW QUESTION 10
Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible
Which Marketing Cloud product should NTO purchase as a solution?

A. Email Rachments
B. Distributed Sending
C. Content Syndication
D. Analytics Builder

Answer: B

NEW QUESTION 10
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 11
Northern Trail Outfitters (NTO) Is building a Journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.
Which activity would allow them to build the journey with the fewest activities possible?

A. Join
B. Einstein STO
C. Engagement Split
D. Wait Until Date

Answer: A

NEW QUESTION 12
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 16
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 21
A Marketing Cloud Admin has noticed a File Drop Automation has been failing on the import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer_import_. The import is configured to look for a file named
customer_import_%%Year%%%%Month%%%%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds.
How should the admin fix the issue?

A. Use the exact filename used for the trigger in the import File Activity
B. Make sure the file is placed on the correct subfolder within the SFTP
C. Make sure the filename has a date stamp to avoid duplication
D. Use %%FILENAME_FROM_TRIGGER%% in the import File Activity

Answer: D

NEW QUESTION 25
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 28
Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account
Which value should link these new data extensions in Data Designer to the existing contact records?

A. Unique Contact Identifier
B. Primary key
C. Unique Contact email address
D. Subscriber ID

Answer: B

NEW QUESTION 31
What are entry source types for Journey Builder?

A. Data Extension, CloudPages, Email List, API Event
B. Data Extension, Audience Studio, API Event, Date Based Event
C. Data Extension, Email List, API Event, Date Based Event
D. Data Extension, Salesforce Community, GA360, Email List

Answer: B

NEW QUESTION 33
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 35
NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.
Which three values could be used as personalization strings in query string parameters? Choose 3 answers

A. Product Code

B. Application ID
C. Subscriber ID
D. Email Address
E. Name

Answer: ABC

NEW QUESTION 36
A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically the manager wants to know how many emails were sent in the last week.
What location and activity would allow the Marketing Cloud admin to complete the request?

A. Automation Studio: Create a Report Activity to run every seven days.
B. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
C. Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
D. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.

Answer: B

NEW QUESTION 37
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 41
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

Answer: ACD

NEW QUESTION 44
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 49
Which Product enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content?

A. Content Builder
B. Einstein Send Time Optimization
C. Audience Builder
D. Einstein Email Recommendations

Answer: D

NEW QUESTION 53
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

Answer: C

NEW QUESTION 55
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

Answer: C

NEW QUESTION 56
A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.
Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

A. Content Creator and Marketing Cloud Viewer
B. Analyst and Marketing Cloud Viewer
C. Data Manager and Analyst

Answer: C

NEW QUESTION 61
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. Branding for each business units' profile centers will be inherited from the default business unit setup.
B. Profile/Preference centers are automatically created for each business unit connected through Multi-org
C. Multi org does not support the standard profile preference center for the business units.
D. Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

Answer: C

NEW QUESTION 63
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 68
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 on a formula field
B. Filter existing records in All Subscribers
C. Filter records created after a specified date
D. Filter records on a Boolean field

Answer: D

NEW QUESTION 71
A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular end. The admin of Marketing Cloud Connect is functioning properly.
What should the admin confirm about the data extension?

A. The wind relationship links SubscriberKey to Subscribers on Email Address
B. The data extension is located in the Synchronized Data Extensions folder.
C. The data extension is located in the Salesforce Data Extensions folder.
D. The triggeredSendDataExtension data extension template was used.

Answer: C

NEW QUESTION 76
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. Edit permissions and Grant permissions to Send
B. Edit permissions and deselect Deny for Email Sending
C. Add the Role Marketing Cloud Channel Manager

D. Remove the Marketing Cloud Viewer Role

Answer: A

NEW QUESTION 80
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