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Best Professional Test Guide Help You Pass and Provide Safe Shopping

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

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

**Vendor** : Salesforce

**Version** : DEMO

**NO.1** 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. Advertising Studio
- B. Personalization Builder
- C. Web and Mobile Analytics
- D. Web Analytics Connector

**Answer:** D

Explanation:

To append an Urchin Tracking Module (UTM) variable string to links in emails, the Marketing Cloud admin should use the Web Analytics Connector (WAC). This functionality automatically appends tracking parameters, such as UTM parameters, to all URLs in outgoing emails. This allows for detailed tracking of email effectiveness within analytics platforms like Google Analytics. The Web Analytics Connector can be configured within Email Studio to include specific UTM parameters as required by marketing strategies.

Reference: Salesforce Help - Web Analytics Connector

**NO.2** 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

**Answer:** B

Explanation:

Marketing Cloud authenticates several factors during user login, among which:

Whitelisted IP address check: Marketing Cloud checks if the user's IP address matches those listed in the IP whitelist settings. This is part of the security measures to ensure that only authorized accesses are allowed from secured locations.

Reference: Salesforce Marketing Cloud Security and User Authentication

**NO.3** 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:** A C

Explanation:

When selecting "Send as Multipart MIME" during the email send process:

Activity Tracking: Both the HTML and text versions of the email allow for the tracking of opens and clicks, ensuring that engagement data is captured regardless of the version the recipient views.

Auto-generated Text Version: Alongside the HTML email, a text version is automatically generated and sent.

This ensures that recipients whose email clients do not support HTML can still receive and read the email content.

Reference: Salesforce Marketing Cloud Email Send Options

**NO.4** 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:** A B

Explanation:

To implement item recommendations during the checkout process using Einstein, Northern Trail Outfitters should:

Implement the Collect Code on their website. This JavaScript snippet collects customer behavioral data, which is essential for powering personalized recommendations.

Add the Recommendation Code to the checkout page. This code snippet is responsible for displaying the personalized recommendations generated by Einstein based on the collected data.

Reference: Salesforce Marketing Cloud Einstein Recommendations Implementation Guide

**NO.5** Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.

What consideration could account for this behavior?

- A. Data retention settings were incorrect in the data extension.
- B. The email address in All Subscribers is prioritized.
- C. Contact Builder was not configured properly.
- D. The data extension was not configured as sendable.

**Answer:** B

Explanation:

The issue where a customer continues to receive emails despite unsubscribing and being deleted from the data extension likely arises because the email address in All Subscribers still exists and is active. In Marketing Cloud, the All Subscribers list acts as a master list overriding subscription statuses in individual data extensions. Thus, even if a customer is removed from a specific data extension, if their status in All Subscribers is not updated to 'Unsubscribed,' they will continue to receive communications.

Reference: Salesforce Help - All Subscribers List

**NO.6** 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 Whitelisting
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

**Answer:** A

Explanation:

To enhance security against unauthorized API access, Northern Trail Outfitters should:

Enable IP Whitelisting: This security feature restricts API access to Marketing Cloud from only those IP addresses that are pre-approved. This method significantly reduces the risk of malicious access from unrecognized sources.

Configuration: Administrators can configure IP Whitelisting in the Setup area under Security Settings, specifying which IP ranges are allowed to initiate API calls to the account.

Reference: Salesforce Marketing Cloud IP Whitelisting Documentation

**NO.7** 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. Each content area specified in a dynamic content rule exists.
- B. Words or phrases used may trigger spam filters.
- C. Grammar and spelling in the email text is correct.
- D. Correct syntax is used on any AMPScript in the email's code.
- E. Personalization strings map to attributes or data extension fields

**Answer:** A D E

Explanation:

In Salesforce Marketing Cloud, the Validate functionality in Email Studio is designed to check specific technical elements of an email to ensure it is correctly configured before sending. The Validate function will check the following items:

A). Each content area specified in a dynamic content rule exists. This check ensures that all content areas referred to by dynamic rules are correctly linked and available, preventing errors when the dynamic content is supposed to display based on subscriber attributes or behaviors.

D). Correct syntax is used on any AMPScript in the email's code. Validate function checks for syntax errors in AMPScript code within the email. This is crucial as it prevents runtime errors that could occur when the email is processed, ensuring that all scripting functions as intended to provide personalization and dynamic content.

E). Personalization strings map to attributes or data extension fields. This ensures that all personalization strings used in the email correctly correspond to attributes or fields in the data source, thereby guaranteeing that personalization and dynamic content display correctly.

These checks are fundamental for ensuring the technical accuracy of the email content, scripting, and personalization, aiding in delivering a high-quality and effective email campaign.

References:

Salesforce Marketing Cloud Email Studio Documentation

**NO.8** 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:** A

Explanation:

The advantages of using data extensions over lists in Marketing Cloud, especially given the complex data needs outlined:

**Add/Update Capability:** Data extensions support add/update import activities, allowing for the nightly refresh of the customer data from the data warehouse without duplicating records.

**Handling Large Data Volumes:** Data extensions are more suitable for managing large volumes of data with numerous attributes, such as the scenario described with 5 million records and 40+ attributes.

Reference: Salesforce Marketing Cloud Data Extensions

**NO.9** A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- A.** Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B.** Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C.** File Drop Automation: Import File Activity > SQL Query Activity1 > SQL Query Activity 2
- D.** File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

**Answer:** C

Explanation:

For handling a daily file drop that requires immediate processing:

**File Drop Automation:** Use File Drop Automation triggered by the presence of a new file on the SFTP. This automatically starts the import and subsequent data handling processes.

**Workflow Details:** Start with an Import File Activity to load data into the staging data extension, followed by SQL Query Activity 1 to segment the data into one target data extension and SQL Query Activity 2 for the other.

Reference: Salesforce Marketing Cloud Automation Studio

**NO.10** 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

**Answer:** C D

Explanation:

To enhance personalized interactions and increase purchase frequency using Journey Builder:

Channel Preference: Understanding the preferred communication channels of customers allows for personalized and effective outreach, potentially increasing engagement and response rates.

Last Purchase Date: Tracking when a customer last made a purchase can help in timing communications effectively, triggering reminders or promotions at optimal times to encourage repeat purchases.

Reference: Salesforce Marketing Cloud Journey Builder Best Practices

**NO.11** 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:** A

Explanation:

Given that the customer's product catalog changes daily with products being added and removed, the import type that should be used is A. Overwrite. This import type will replace the existing data in the data extension with the new data from the CSV file each morning, ensuring that the data extension always reflects the most current product catalog without any outdated entries.

Reference: Salesforce Help - Import Types

**NO.12** 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:** D

Explanation:

Given the website outage experienced by NTO during a peak shopping period:

D). Create and send an apology email that includes a discount for a future purchase to all customers: This action acknowledges the inconvenience caused by the outage and incentivizes customers to return to the site.

Offering a discount can help mitigate any negative sentiment and encourage customers to complete their interrupted purchases.

This approach helps to maintain customer goodwill and potentially recover some of the lost sales due to the outage.

Reference: Salesforce Help - Email Best Practices

**NO.13** 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:** A D

Explanation:

To configure a journey using Path Optimizer with a holdback of 60% of the contacts until a winner has been selected, the Marketing Cloud admin needs to set:

A). Data Extension entry source: Ensures the journey is pulling contacts from a specific data extension which can be effectively managed and monitored for the experiment.

D). Winner evaluation: This setting allows the admin to specify how and when the winning path is determined, which is critical to managing the holdback and subsequent path optimization.

Reference: Salesforce Help - Path Optimizer

**NO.14** 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

Explanation:

To manage data retention for inactive data in data extensions, the best approach is to apply a Row Based Retention policy directly to each data extension. This method allows precise control over how long data is retained based on the creation or modification date of each row.

Row Based Retention: Set this on each data extension as it is configured. Specify that data should be cleared after 12 months of inactivity. This approach ensures that only data which has not been engaged with for the specified period is removed, thus optimizing data storage and maintaining

compliance with data management policies.

Reference: <https://help.salesforce.com/>

**NO.15** Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data. One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system.

Which feature would allow compliance with this requirement?

- A. Export Email Allowlist
- B. IP Allowlist
- C. Identity Verification
- D. Audit Trail

**Answer:** A

Explanation:

The Export Email Allowlist feature allows the admin to specify a list of email addresses that are authorized to receive data exports from Marketing Cloud. This feature can help protect against misuse of customer data by preventing unauthorized users from exporting data without approval. The other features do not directly address the requirement of restricting data exports.

**NO.16** 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

Explanation:

Einstein Email Recommendations is a product that enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content. This product uses predictive intelligence to recommend products or content based on each customer's preferences and actions. The other products do not have this capability.

**NO.17** 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:** A

Explanation:

To manage user permissions for different campaign types in Marketing Cloud effectively:

Folder Structure: Organize data extensions into separate folders based on campaign type (B2C vs

B2B).

Folder Permissions: Assign user permissions at the folder level, granting View and Update permissions to B3C sales campaign folders, while restricting access to B2B sales campaign folders.  
Reference: Salesforce Marketing Cloud Folder and User Permissions