Free Questions for Marketing-Cloud-Administrator by certsinside

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Question 1

A publishing company has presented the following:

* A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.

* A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.

* The customer's expiration date is included in the data file.

What component should the customer's solution include?

Choose 3 answers

Options:

A- Suppression list

B- Data Filter

C- Triggered Send

D- Template-based emails

E- Automation StudioTerm

Question 2

Question Type: **MultipleChoice**

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilized to make this happen?

Options:

A- Publication Lists

B- Subscriber Keys

C- Profile Center

D- Send Logging

Answer:

A

Question 3

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

Options:

A- Use a web-safe font for text that closely matches the brand's custom font.

B- Build an email as one image, with all text saved in the brand font.

C- Edit an email's HTML to list the custom brand font in the style tag's font-family property.

D- Build an email using multiple images, with all text saved in the brand font.

Answer:

A

Question 4

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

Options:

A- Data Designer

B- Cloud Pages

C- Web Analytics Connector

D- Content Builder

Answer:

B

Question 5

A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

Options:

A- One -to -Many Relationship

B- Many -to -Many Relationship

C- One -to -One Relationship

D- Many -to -One Relationship

Answer:

A

Question 6

Which two statements are correct about Send Logging?

Choose 2 answers

Options:

A- Send Log data extensions are archived automatically based on retention settings.

B- AMPscript can be used to pull data from Send Logs for use within emails.

C- SQL Query Activities can reference Send Logs in combination with system data views.

D- A business unit can support up to three Send Logs.

Answer:

B, C

Question 7

Question Type: **MultipleChoice**

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers. They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

Options:

A- IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.

B- IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.

C- IP ramp -up can be bypassed, given their historical lack of deliverability issues.

D- IP ramp -up is important to establish a positive sender reputation.

Answer:

A, D

Question 8

Question Type: **MultipleChoice**

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

Options:

A- Proximity to Store

B- Ages in Household

C- Lifetime Purchase Value

D- Conversion Rate

E- Last Purchase Date

Answer:

C, D, E

Question 9

Question Type: **MultipleChoice**

A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email #1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date. Email #3 will be sent on the member's renewal date. A master audience is updated in real time via the API. Which steps should be included in the customer's automation?

Options:

A- Import File Activity > three Send Activities to the master data extension.

B- Three Send Activities to the master data extension.

C- Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.

D- Three Filter Activities > three Send Activities to the filtered audiences.

Answer:

D