



Free Questions for **Marketing-Cloud-Administrator** by **braindumpscollection**

Shared by **Norris** on **24-05-2024**

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer alter an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

Options:

- A- CloudPage forms Content Block
- B- Email Form Content Block
- C- Dynamic Content Block
- D- Reference Content Block

Answer:

B

Question 2

Question Type: MultipleChoice

A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is performing.

Which report should be used?

Options:

- A- Dynamic Content for Triggered Sends
- B- Sends Account Send Summary
- C- Impression Tracking for Triggered Sends
- D- Email Performance by Attribute

Answer:

C

Question 3

Question Type: MultipleChoice

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?

Options:

- 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

Question 4

Question Type: MultipleChoice

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

Options:

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

Answer:

C, D

Question 5

Question Type: MultipleChoice

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?

Options:

- A- The user gets Added to a blacklist 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

Question 6

Question Type: MultipleChoice

A Marketing Cloud admin to create custom roles for their business process.

What should be taken into consideration to accomplish this?

Options:

- A- Custom roles can only be edited by the user who created the role initially.
- B- Custom roles are only available within the business in which they were created.
- C- Custom roles are available on their Marketing Cloud account.
- D- Custom roles override an individual user's granular permission assignments.

Answer:

D

Question 7

Question Type: MultipleChoice

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?

Options:

A- Subscriber

B- Link

C- Email

D- Account

Answer:

C

Question 8

Question Type: MultipleChoice

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?

Options:

A- AMPscript for Marketing Cloud

- B- Parameter Manager
- C- Google Analytics 360
- D- Marketing Cloud Connect

Answer:

B

Question 9

Question Type: MultipleChoice

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?

Options:

- A- IP Allowlist
- B- Field Level Encryption

C- Advanced Audit Trail

D- Single Sign on Authentication

Answer:

A

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