



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

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Question 1

Question Type: MultipleChoice

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable String to links in emails.

Which functionality would allow this?

Options:

- A- Parameter Manager
- B- Web and Mobile Analytics
- C- Advertising Studio
- D- Personalization Builder

Answer:

A

Question 2

Question Type: MultipleChoice

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?

Options:

- 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

Answer:

A

Question 3

Question Type: MultipleChoice

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?

Options:

- 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:

C

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

Options:

- A- Marketing Cloud Channel Manager
- B- Marketing Cloud Email Marketing Manager
- C- Marketing Cloud Regional or Local Administrator
- D- Marketing Cloud Administrator

Answer:

B, C

Question 5

Question Type: MultipleChoice

Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

* Number of Sends

- * Delivery Rate
- * Overall Bounce Rate
- * Block Bounce Rate
- * Open Rate
- * Click Rate
- * Complaint Rate
- * Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

Options:

- A-** Campaign Email Tracking Report
- B-** Email Performance Over Time Report
- C-** Email Send Report
- D-** Account Send Summary Report

Answer:

D

Question 6

Question Type: MultipleChoice

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

Options:

- A- Subscriber Key
- B- Contact ID
- C- Member Record
- D- Data Extensions

Answer:

A

Question 7

Question Type: MultipleChoice

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- * Emails will be built using a custom dynamic template for these messages.
- * Links will vary over time and across campaigns.
- * Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
- * Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

Options:

- A- AMPscript
- B- SSJS
- C- SQL
- D- HTML

Answer:

A

Question 8

Question Type: MultipleChoice

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?

Options:

- 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

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