Free Questions for Marketing-Cloud-Administrator

Shared by Deleon on 04-10-2024

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Question 1

Question Type: MultipleChoice

What functionality is contained in Journey Builder that does not exist in Automation Studio?

Options:

A- Native execution of a Server-side JavaScript activity.

B- The option to convert a qualified Lead to a Contact.

C- Flexibility to wait based on duration or a specific time.

D- The ability to send an email to a Salesforce audience.

Answer:

B

Question 2

Question Type: MultipleChoice

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

Options:

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

Question 3

Question Type: MultipleChoice

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?

Options:

A- Overwrite

B- Add Only

C- Add/Update

D- Update Only

Answer:

C

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

Options:

A- A file drop automation to send emails to customers who have made a purchase.

B- A user -initiated message to send an email to customers who made a purchase daily.

C- A scheduled automation to send emails to customers who made a purchase daily.

D- A triggered message to send an email as soon as a customer completes a purchase.

Answer:

D

Question 5

Question Type: MultipleChoice

How are publication lists used in the Marketing Cloud?

Options:

A- To send communication to all subscribers, regardless of opt -in status.

B- To manage subscribers in guided and triggered email sends.

C- To build dynamic content rules by subscriber type.

D- To allow subscribers to opt-down/out instead of unsubscribing from all.

Answer:

D

Question 6

Question Type: MultipleChoice

A customer frequently holds seminars and other events to interface with their customers. They plan to do the following:

- Use SmartCapture forms to write data into event registration data extensions.

- Cross-reference the records in each registration data extension with corresponding invitation email sends.

- Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?

Options:

A- AMPscript

B- SQL

C- HTML

D- CSS

Answer:

A

Question 7

Question Type: MultipleChoice

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

Options:

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

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