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MARKETING-CLOUD-ADMINISTRATOR Exam

Salesforce Certified Marketing Cloud Administrator

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DEMO VERSION (LIMITED CONTENT)

Questions & Answers

Version: 10.0

Question: 1

A Marketing Cloud Administrator noticed a File Drop Automation has been falling on the Import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer import_. The import is configured to look for a file named Customer import %%Year%%%% Month%%%%Day%%.csv, however, the admin notices the filenames Include seconds and milliseconds
what should the admin do to fix the issue?

A. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity
B. Make sure the team has a date stamp to avoid duplication
C. Make sure the files placed on the correct subfolder within the SFTP
D. Use the exact file name used for the trigger in the Import File Activity

Answer: A

Explanation:

Question: 2

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: B

Explanation:

Question: 3

An email manager was anticipating a test email to arrive in their inbox.
Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

A. My Tracking > Test Send Emails
B. My Reports > Administrator Reports > Email Send Report
C. My Reports > Administrator Reports > Email Sends By User
D. My Tracking > A/B Testing

Answer: A

Explanation:

Question: 4

A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement. What consideration should be given to the preference profile centers for this integration?

A. Branding for each business units' profile centers will be inherited from the default business unit setup.
B. Profile/Preference centers are automatically created for each business unit connected through Multi-org
C. Multi org does not support the standard profile preference center for the business units.
D. Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

Answer: C

Explanation:

Question: 5

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.
What should NTO do to create this audience?

A. Measures
B. SQL Queries
C. Data Filters
D. Journey

Answer: A

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