

MARKETING-CLOUD- ADMINISTRATOR^{Q&As}

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QUESTION 1

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

- 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.

Correct Answer: AD

QUESTION 2

How are publication lists used in the Marketing Cloud?

- 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.

Correct Answer: D

QUESTION 3

Northern Trail Outfitters has noticed an issue with their sends today. Which two links in Setup Home could be used to troubleshoot the issue? Choose 2 answers

- A. Create Support Case
- B. Failed Sends
- C. Help and Training
- D. System Status

Correct Answer: CD

QUESTION 4

Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and they need to monitor their deliverability across major ISPs.

Which bounce type would be indicative of the ISPs view of NTO's sending reputation?

- A. Soft
- B. Technical
- C. Block
- D. Hard

Correct Answer: C

QUESTION 5

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?

- 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.

Correct Answer: A

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