

# MARKETING-CLOUD- ADMINISTRATOR<sup>Q&As</sup>

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## QUESTION 1

Northern Trail Outfitters (NTO) wants a business analyst to import contact lists. The analyst has the followCloud Channel Manager and Marketing Cloud Viewer. The Analyst logged in but is unable to import contacts.

How should NTO update the user to allow the analyst the appropriate access?

- A. Add Marketing Cloud Security Administrator
- B. Add Distributed Sending User
- C. Remove Marketing Cloud Channel Manager
- D. Remove Marketing Cloud Viewer

Correct Answer: D

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## QUESTION 2

Which activity should be used for multivariate content testing within Journey Builder?

- A. Engagement Split
- B. Random Split
- C. Content Split
- D. Decision Split

Correct Answer: B

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## QUESTION 3

Northern Trail Outfitters (NTO) only has enough licenses for their staff. A campaign manager is out on parental leave

How should NTO create a new user to fill in?

- A. Delete the campaign manager's user and create a new user
- B. Disable the campaign manager's user and create a new user
- C. Transfer the campaign manager's permissions to a new user
- D. Deactivate the campaign manager's license and assign it to the new user

Correct Answer: B

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## QUESTION 4

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?

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

Correct Answer: C

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## QUESTION 5

What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?

- A. Preference Center link and physical mailing address
- B. Business name and a link to the business website
- C. Business name and physical mailing address
- D. Preference Center link and a link to the business website

Correct Answer: A

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## QUESTION 6

A publishing company has presented the following:

1.

A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.

2.

A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.

3.

The customer's expiration date is included in the data file. What component should the customer's solution include?  
Choose 3 answers

- A. Suppression list
- B. Data Filter
- C. Triggered Send

D. Template-based emails

E. Automation StudioTerm

Correct Answer: BDE

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## QUESTION 7

Northern Trail Outfitters to bring subscriber data from its data warehouse into Marketing Cloud.

Which two fields would need minimal consideration, for size/scalability related reasons,when creating a data extension to house this data? Choose 2 answers

A. Number

B. Text

C. Boolean

D. Decimal

Correct Answer: AB

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## QUESTION 8

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and

75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

A. Synchronized contacts are only counted after sending

B. Only active email subscriber are counted.

C. Mobile subscribers are not counted as contacts.

D. There are overlapping contacts in each of the channel

Correct Answer: B

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## QUESTION 9

Northern Trail Outfitters has Imported a file Into All Subscribers. They then received a results file stating admin@example.com could NOT be imported.

Which error code would the file contain for this record?

A. Restricted Values

- B. List Detective
- C. Invalid Email Address
- D. Skipped Records

Correct Answer: B

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## QUESTION 10

Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access

How should the Marketing Cloud admin ensure users have access?

- A. Choose Public App Integration during the installation
- B. Install App-appropriate business units for expanded access
- C. License all appropriate users within the installed package
- D. Configure the API Integration to allow all users access

Correct Answer: C

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## QUESTION 11

Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data. One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system.

Which feature would allow compliance with this requirement?

- A. Export Email Allowlist
- B. IP Allowlist
- C. Identity Verification
- D. Audit Trail

Correct Answer: A

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## QUESTION 12

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory

How should this setup be achieved?

- A. Child business unit SFTP user should be created

- B. Copy the parent SFTP user into each child business unit
- C. Each business unit should have multiple SFTP users
- D. All child business units should have an individual SFTP user

Correct Answer: D

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## QUESTION 13

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries. Which feature would allow this functionality?

- A. Journey Builder
- B. Synchronized Data Sources
- C. CloudPages
- D. Query Studio

Correct Answer: B

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## QUESTION 14

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

- A. Google Analytics 360
- B. Collect Tracking code
- C. Conversion Tracking
- D. Web and Mobile Analytics

Correct Answer: B

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## QUESTION 15

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. CloudPagesURL AMPscript function
- B. Web Analytics Connector
- C. Link Wrapping

Correct Answer: A

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