

# Salesforce

## Exam Questions Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator (SP20)



#### NEW QUESTION 1

Northern Trail Outfitters (NTO) is a global brand which includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

- A. Create child business units for each brand and nest another level of child business units for GEOs.
- B. Create and apply folders with naming conventions in the current account to keep track of brand assets.
- C. Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.
- D. Create one child business unit for the other brands to share but apply folders and naming conventions.

**Answer: B**

#### NEW QUESTION 2

(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**

#### NEW QUESTION 3

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account. Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. IP Allowlist
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

**Answer: A**

#### NEW QUESTION 4

A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails. Where under Setup could this be created?

- A. Content Builder Settings
- B. Emails Studio Settings
- C. Account Settings
- D. Campaign Settings

**Answer: C**

#### NEW QUESTION 5

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

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

**Answer: D**

#### NEW QUESTION 6

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute. How would the admin ensure a notification is received when the query fails?

- A. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings"
- B. Install the Marketing Cloud App on phone to receive Push Messages
- C. Add their Email Address in the Query Activity Notifications Field
- D. Configure the "Event Notification Service" in Setup with their Email Address

**Answer: A**

#### NEW QUESTION 7

A Marketing Cloud admin needs to warm their accounts Dedicated IP. What option for segmentation aligns with the IP Warming process?

- A. Segment to those recipients receiving text email versions first
- B. Segment subscribers with soft bounces in their own dedicated send
- C. Segment by domain to limit number of sends to each email provider
- D. Segment by geographic region as after-hours sends will be marked as spam

Answer: C

#### NEW QUESTION 8

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.

Answer: A

#### NEW QUESTION 9

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

Answer: C

#### NEW QUESTION 10

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys. Which two Marketing Cloud features will support this effort?

Choose 2 answers

- A. Data Designer
- B. Cloud Pages
- C. Web Analytics Connector
- D. Content Builder

Answer: B

#### NEW QUESTION 10

A Marketing Cloud Administrator noticed a File Drop Automation has been failing 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 are 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

#### NEW QUESTION 12

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest-value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should the customer use to create an audience for this campaign? Choose 3 answers

- A. Proximity to Store
- B. Ages in Household
- C. Lifetime Purchase Value
- D. Conversion Rate
- E. Last Purchase Date

Answer: CDE

#### NEW QUESTION 17

Which three considerations should be made when setting up Distributed Marketing? Choose 3 answers

- A. Business users can select any email at time of send.
- B. Default options can be set up for the greeting in the email.
- C. A journey can be connected to one or more Campaigns.
- D. The DM administrator Profile is required to access Distributed Marketing.
- E. Messages can be sent to Contacts, Leads, and Person Accounts.

Answer: ACE

#### NEW QUESTION 20

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio. Which solution should the admin suggest?

- A. AMPscript for Marketing Cloud
- B. Web Analytics Connector
- C. Google Analytics 360
- D. Marketing Cloud Connect

**Answer: B**

**NEW QUESTION 21**

A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails. What functionality would allow this?

- A. Advertising Studio
- B. Personalization Builder
- C. Web and Mobile Analytics
- D. Web Analytics Connector

**Answer: D**

**NEW QUESTION 22**

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user. Which two standard roles should be selected for the new user? Choose 2 answers

- A. Marketing Cloud Security Administrator
- B. Administrator
- C. Data Manager
- D. Marketing Cloud Administrator

**Answer: BD**

**NEW QUESTION 24**

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet.

Individuals should only be allowed to enter once, and the winner will be selected randomly.

All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution? Choose 2 answers

- A. Microsite with Web Collect to store entrants on a data extension.
- B. Microsite with Smart Capture to store entrants on a data extension.
- C. Send Email Activity with a link to a subscription center.
- D. Data Extension with double opt-in status defined.

**Answer: BD**

**NEW QUESTION 25**

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products. What is the best way to facilitate this within Contact Builder?

- A. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- B. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- C. Create three distinct Attribute Groups that link each data extension directly to Contacts.
- D. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.

**Answer: D**

**NEW QUESTION 30**

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?

- 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**

**NEW QUESTION 34**

Which two data structures could be configured to appear in the out-of-the-box Subscription center? Choose 2 answers

- A. Publication Lists
- B. Data Extensions
- C. Lists
- D. Groups

**Answer: B**

**NEW QUESTION 36**

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day. As a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return to the site and continue their shopping. What action should NTO take?

- A. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- B. Create a user-initiated message to logged-in customers to send once the website is restored.
- C. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- D. Create and send an apology email that includes a discount for a future purchase to all customers

**Answer: B**

**NEW QUESTION 40**

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.

What should the admin confirm to resolve the issue?

- A. The data extension is marked as Sendable
- B. The data extension contains a Salesforce ID
- C. The Data extension is marked as Sendable and Testable
- D. The data extension is linked using the Contact Key

**Answer: A**

**NEW QUESTION 44**

What storage model should be used if a subscriber has more than one value for an attribute?

- A. Profile Attribute
- B. Data Extensions
- C. Publication Lists
- D. Lists

**Answer: B**

**NEW QUESTION 45**

A user asks a Marketing Cloud admin to update and increase their session timeout setting. Which three considerations should the admin review before making this update?

Choose 3 answers

- A. Frustration of users upon timeouts
- B. Best practice suggests a 20-minute timeout setting
- C. Security risk of unauthorized users for longer timeout settings
- D. Change impacts all users
- E. Typical length of time users spend in Marketing Cloud

**Answer: BCD**

**NEW QUESTION 49**

To prevent retention of stagnant data, Northern Trail Outfitters (NTO) wants any inactive data stored in data extensions to be cleared after 12 months. What action should NTO take?

- A. Configure the business unit data retention setting to 12 months
- B. Configure the Enterprise wide default retention to one year
- C. Set inactive date to be automatically cleared after one year, but is recoverable
- D. Apply a row based retention to each data extension as it is created, set to 12 months

**Answer: D**

**NEW QUESTION 53**

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

**Answer: B**

**NEW QUESTION 57**

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilized to make this happen?

- A. Publication Lists
- B. Subscriber Keys
- C. Profile Center
- D. Send Logging

**Answer:** A

**NEW QUESTION 59**

A Marketing Cloud admin wants to configure a new keyword for an upcoming SMS campaign. After entering the desired keyword CELEBRATION, the admin notices the keyword is unavailable.  
What issue could the admin be facing?

- A. Keyword is used within another business unit
- B. Keyword is a reserved word
- C. Keyword has too many characters
- D. Keyword fails to meet content standards

**Answer:** A

**NEW QUESTION 64**

NTO has been noting reduced deliverability when they do large sends.  
Which part of deliverability is tied to hitting Spam Traps during a send?

- A. List Hygiene
- B. Authentication
- C. Content
- D. Engagement

**Answer:** B

**NEW QUESTION 66**

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable String to links in emails.  
Which functionality would allow this?

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

**Answer:** A

**NEW QUESTION 70**

While setting up marketing Cloud Connect, a marketing cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:

Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud User. Contact your system administrator.

The admin notices the Marketing cloud for AppExchange Admin option is selected when looking for the user settings.

What action should correct the issue?

- A. Apply the appropriate user mappings in the CRM configuration.
- B. Apply the Administrator and Marketing Cloud Administrator permission sets to user.
- C. Reset all user passwords to force new tokens
- D. Apply the marketing Cloud for AppExchange User option as well

**Answer:** A

**NEW QUESTION 75**

A Marketing Cloud Admin has noticed a File Drop Automation has been failing 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.  
How should the admin fix the issue?

- A. Use the exact filename used for the trigger in the import File Activity
- B. Make sure the file is placed on the correct subfolder within the SFTP
- C. Make sure the filename has a date stamp to avoid duplication
- D. Use %%FILENAME\_FROM\_TRIGGER%% in the import File Activity

**Answer:** D

**NEW QUESTION 78**

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.  
Which two settings should be selected before the admin can configure the Holdback percentage? Choose 2 answers

- A. Data Extension entry source
- B. Journey re-entry settings
- C. Run Once schedule type
- D. Winner evaluation

**Answer:** CD

**NEW QUESTION 81**

What are entry source types for Journey Builder?

- A. Data Extension, CloudPages, Email List, API Event
- B. Data Extension, Audience Studio, API Event, Date Based Event
- C. Data Extension, Email List, API Event, Date Based Event
- D. Data Extension, Salesforce Community, GA360, Email List

**Answer:** B

**NEW QUESTION 83**

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.

**Answer:** AD

**NEW QUESTION 86**

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Remove nonessential data for marketing purposes.
- B. Identify and assign appropriate keys to tie records together.
- C. Normalize data and fields to prevent redundancy.
- D. Ensure all available data is included.
- E. Ensure every data source has a sendable field.

**Answer:** ABC

**NEW QUESTION 90**

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts.

Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

- A. Bitly URL Shortener
- B. Facebook ad manager
- C. Login detail for each social media account
- D. Google URL shortner

**Answer:** AC

**NEW QUESTION 94**

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer

In which two ways should the admin configure Data Designer to allow this data to be used within a Journey? Choose 2 answers

- A. Link the Customers data extension to the data model using Customer ID
- B. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- C. Link the Orders data extension to the Customers data extension using a One-to-Many relationship
- D. Link the Customers data extension to the data model using Email Address

**Answer:** AC

**NEW QUESTION 96**

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

- 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

**NEW QUESTION 97**

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year

Where would the admin retrieve this information?

- A. Contact Builder > All Contacts > Email
- B. Analytics Builder > Reports > Email Send Report
- C. Email Studio > Email > Tracking > Sends
- D. Studio > Email > Subscribers > All Subscribers

**Answer: B**

**NEW QUESTION 99**

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters. How could the Marketing Cloud admin address this issue?

- A. Import employee email addresses into All Subscribers with an "Active status"
- B. Ensure employees have opted in to the test email list or data extension
- C. Ask employees to use personal email addresses instead of corporate email addresses
- D. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter

**Answer: D**

**NEW QUESTION 100**

Northern Trail Outfitters has the Discover Reporting Tool. Which two report types could help them drive mobile adoption strategy? Choose 2 answers

- A. Time Between Send and Engagement
- B. Email Performance by Device
- C. Email Sending Performance Report
- D. Deliverability Complaint Rate

**Answer: BC**

**NEW QUESTION 104**

Northern Trails Outfitters uses Doubleclick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns. What feature should be recommended?

- A. Einstein AI
- B. Interaction Studio
- C. Datorama
- D. Google Marketing Platform

**Answer: C**

**NEW QUESTION 107**

An email marketing manager is planning to send a promotional email to one million subscribers. Which data structure should be used?

- A. Data Extension
- B. Publication List
- C. Group
- D. List

**Answer: A**

**NEW QUESTION 112**

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make? Choose 2 answers

- A. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- B. The consultant should enable deep linking in Marketing Cloud Connect configuration.
- C. The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.
- D. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

**Answer: AB**

**NEW QUESTION 113**

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses Where could the details be found?

- A. Run a Bounce Email Report
- B. Query the Bounce Data View
- C. Query the Send Log
- D. Run an Account Send Summary Report

**Answer: B**

**NEW QUESTION 116**

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made. What feature could be used to solicit website feedback without navigating away from the email?

- A. CloudPage forms Content Block
- B. Email Form Content Block
- C. Dynamic Content Block
- D. Reference Content Block

**Answer: B**

**NEW QUESTION 117**

Northern Trail Outfitters (NTO) has decided to use Journey Builder to launch event-driven lifecycle marketing programs. This includes personalized interactions with customers with the goal of increasing purchase frequency.

Which two pieces of information would help NTO achieve this objective? Choose 2 answers

- A. Products purchased from a competitor.
- B. Number of items per order.
- C. Channel preference of customers.
- D. Last purchase date

**Answer: CD**

**NEW QUESTION 122**

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app? Choose 2 answers

- A. Journey Builder
- B. Contact Builder
- C. MobileConnect
- D. MobilePush

**Answer: AD**

**NEW QUESTION 127**

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscribers however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content.

Which activity would allow NTO to build the journey with the fewest activities possible?

- A. Einstein STO
- B. Engagement Split
- C. Wait Until Date
- D. Join

**Answer: D**

**NEW QUESTION 129**

A Marketing Cloud admin has been asked to update their Marketing Cloud SFTP password Where in Setup could they accomplish this task?

- A. Company Settings
- B. Feature Settings
- C. Data Management
- D. Security

**Answer: C**

**NEW QUESTION 131**

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit. What could explain this behavior?

- A. The user gets Added to a blacklist that causes an Enterprise level unsubscribe
- B. The user is getting deleted from the AN Subscribers list
- C. Data in data extensions corresponding to the customer
- D. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

**Answer: B**

**NEW QUESTION 133**

A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

- A. One -to -Many Relationship
- B. Many -to -Many Relationship
- C. One -to -One Relationship
- D. Many -to -One Relationship

**Answer: A**

#### NEW QUESTION 137

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud. Which policies could the Marketing Cloud admin configure in Setup?

- A. Minimum Password Length, Password Complexity, Password History, Expiration Period
- B. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
- C. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions
- D. Maximum Password Length, Password Complexity, Unique Password, Expiration Period

**Answer: A**

#### NEW QUESTION 142

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMP script.

The Company collects the following information:

- Customer data (email address, first name, last name...).
- Event registration (email address, event ID, event name, event type, venue ID...).
- Venue details (venue ID, venue name, venue address...).
- Payment details (email address, event ID, total paid...).

The Company does not want to link everything in Contact Builder.

Which are the two data sources that must be incorporated inside Contact Builder? Choose 2 answers.

- A. Customer Data
- B. Event Registration
- C. Venue Details
- D. Payment Details

**Answer: AC**

#### NEW QUESTION 143

A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization. What functionality would get messages out the door faster?

- A. Burst Sending
- B. Journey Builder Triggered Sends
- C. Send Throttling
- D. Marketing Cloud Connect

**Answer: A**

#### NEW QUESTION 146

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

- A. Move the File Transfer to its own automation and include a notification email address
- B. Move the Import definition to its own automation and include a notification email address
- C. Update the Import definition to include a notification email address
- D. Update the automation to include a notification email address for Runtime Errors

**Answer: C**

#### NEW QUESTION 151

Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records. How should the unique identifier of the data model be setup if the MobilePush and Email channels are used within the same account?

- A. Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- B. Use a third-party system to identify and delete duplicate Contact Keys.
- C. Strategically control the Contact Key values and tie records together across channels using this key.
- D. Strategically control the Contact Key values in Email, but let Marketing Cloud automatically tie records as needed from MobilePush.

**Answer: C**

#### NEW QUESTION 153

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