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Salesforce Marketing-Cloud-Administrator

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QUESTION NO: 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

ANSWER: D

QUESTION NO: 2

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

ANSWER: C D

QUESTION NO: 3

A Marketing Cloud admin has been asked to update their Marketing cloud SFTP password.

Where in setup could they accomplish this task?

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

ANSWER: A

QUESTION NO: 4

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: C D E

QUESTION NO: 5

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: B D

QUESTION NO: 6

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- A. Configure the business unit data retention setting to 12 months

- B. Configure the Enterprise wide default retention to one year
- C. Set inactive data 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

QUESTION NO: 7

NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.

Which three values could be used as personalization strings in query string parameters?

Choose 3 answers

- A. Product Code
- B. Application ID
- C. Subscriber ID
- D. Email Address
- E. Name

ANSWER: A B C

QUESTION NO: 8

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account?

Choose 2 answers

- A. Contact-specific data at the job level
- B. Contact data in non-sendable data extensions
- C. General tracking data at the job level
- D. Contact data in sendable data extensions

ANSWER: B C

QUESTION NO: 9

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

QUESTION NO: 10

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