

# DUMPS ARENA

## Salesforce Certified Marketing Cloud Administrator

Salesforce Marketing-Cloud-Administrator

Version Demo

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**QUESTION NO: 1**

Where would a Marketing Cloud admin view all verified email addresses?

- A. Identity Verification Log
- B. From Address Management
- C. Reply Mail Management
- D. Sender Profiles

**ANSWER: B****QUESTION NO: 2**

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM. However, they only want to sync records they would be able to send to reducing the amount of data being brought over.

Which two filtering options could be used when configuring the Contact synced object?

Choose 2 answers

- A. Select all records which have opened an email in the past six months
- B. Select all records with an email address
- C. Select all records which are active in All Subscribers
- D. Select all records where HasOptedOutofEmail is FALSE

**ANSWER: B C****QUESTION NO: 3**

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: B D**

#### QUESTION NO: 4

A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order\_Details, and 'Products.

The data extensions contain the following information:

- Orders: OrderId, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal
- Order\_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount
- Products: ProductId, SKU, Name, Description, Cost, Price

Which two actions should be taken in Data Designer?

Choose 2 answers

- A. Create a one-to-one relationship between the contact record and Order Details.
- B. Create a one -to -many relationship between Orders and Order\_Details.
- C. Create a one-to-one relationship between Orders and Order\_Details.
- D. Create a one-to-one relationship between Order\_Details and Products.

**ANSWER: B D**

#### QUESTION NO: 5

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 Whitelisting
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

**ANSWER: A**

**QUESTION NO: 6**

A Marketing Cloud admin to create custom roles for their business process.

What should be taken into consideration to accomplish this?

- A. Custom roles can only be edited by the user who created the role initially.
- B. Custom roles are only available within the business in which they were created.
- C. Custom roles are available on their Marketing Cloud account.
- D. Custom roles override an individual user's granular permission assignments.

**ANSWER: D****QUESTION NO: 7**

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: A C****QUESTION NO: 8**

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**

### QUESTION NO: 9

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

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

Choose 2 answers

- A. Text
- B. Decimal
- C. Number
- D. Boolean

**ANSWER: A B**

### QUESTION NO: 10

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**