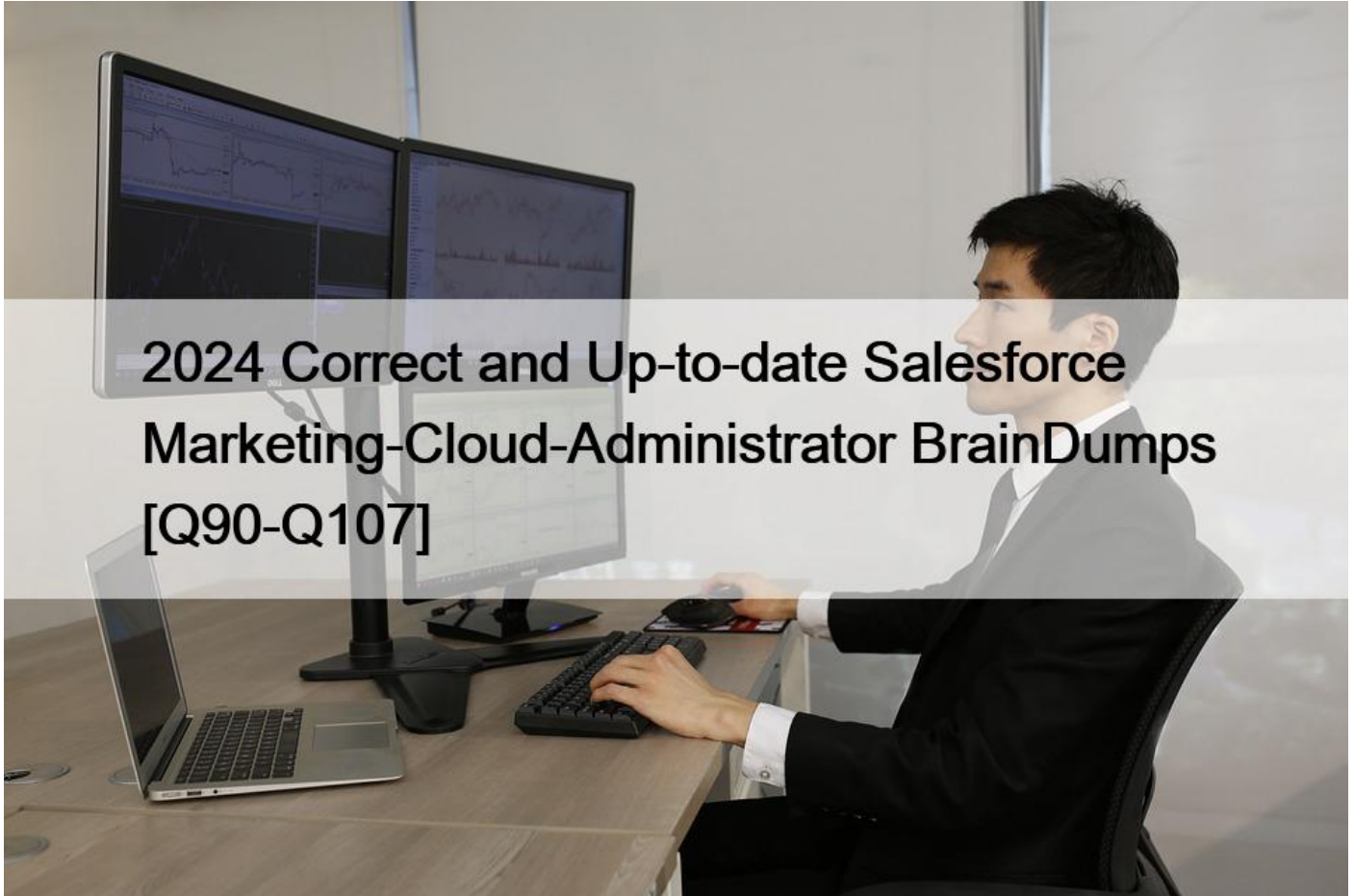# 2024 Correct and Up-to-date Salesforce Marketing-Cloud-Administrator BrainDumps [Q90-Q107

2024 Correct and Up-to-date Salesforce Marketing-Cloud-Administrator BrainDumps Current Marketing-Cloud-Administrator dumps Preparation through Our Practice Test NO.90 Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted.

Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?
* Import Activity
* Data Extract Activity
* File Transfer Activity
* Decryption Activity
Explanation

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

NO.91 A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically the manager wants to know how many emails were sent in the last week.

What location and activitywould allow the Marketing Cloud admin to complete the request?

* Automation Studio: Create a Report Activity to run every seven days.
* Email Studio: Select “Account Send Summary” in Tracking Reports and schedule a weekly report to be sent.
* Automationstudio: Create a Query Activity to query data from the “Sent” Data view, then use an Email activity to activate the sending of the data.
* Analytics Builder: Select the “Account Send Summary” in Reports and schedule a weekly report to be sent.

NO.92 Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build.

Where should their Marketing Cloud admin set up permissions to allow REST authentication?

* Installed Packages
* Data Management
* Security Settings
* Salesforce Integration

NO.93 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
* Contact-specific data at the job level
* Contact data in non-sendable data extensions
* General tracking data at the job level
* Contact data in sendable data extensions

NO.94 A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men’s shoes to males in the audience and women’s shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommended to ensure content is displayed properly within the email.

* AMP script conditional against the Gender field
* AMP script lookup Rows functions
* A/B Test content type
* Dynamic Content Wizard

Explanation

AMPscript conditional against the Gender field is the best method to ensure content is displayed properly within the email. It allows creating dynamic content based on the value of the Gender field in the sendable data extension. Dynamic Content Wizard is not suitable for this scenario because it requires creating content areas for each variation of content, which can be cumbersome for a customer with limited technical resources.

AMPscript lookupRows functions and A/B Test content type are not relevant for this scenario.

NO.95 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?

* Restricted Values
* List Detective
* Invalid Email Address

* Skipped Records

NO.96 A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?
* Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
* Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
* File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
* File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

NO.97 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.
* Remove nonessential data for marketing purposes.
* Identify and assign appropriate keys to tie records together.
* Normalize data and fields to prevent redundancy.
* Ensure all available data is included.
* Ensure every data source has a sendable field.

NO.98 A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?
* Content Creator and Marketing Cloud Viewer
* Analyst and Marketing Cloud Viewer
* Data Manager and Analyst

NO.99 What are two possible outcomes when “Send as Multipart MIME” is selected during the send process? Choose

2 answers
* Open and click activity are tracked in either version.
* The email will avoid detection by various SPAM filters.
* An auto-generated text version will be sent with your HTML email.
* A custom text version will be sentwith your HTML email.

NO.100 Which two data structures could be configured to appear in the out-of-the-box Subscription center? Choose 2 answers
* Publication Lists
* Data Extensions
* Lists
* Groups

NO.101 A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries.

Which feature would allow this functionality?
* Journey Builder
* Synchronized Data Sources

* CloudPages
* Query Studio

NO.102 Which activity should be used for multivariate content testing within Journey Builder?
* Engagement Split
* Random Split
* Content Split
* Decision Split
Explanation

The Content Split activity should be used for multivariate content testing within Journey Builder. This activity allows the journey to send different versions of email content to different audience segments and measure their performance based on open or click rates. The other activities are not suitable for multivariate content testing.

NO.103 Northern Trail Outfitters has Marketing Cloud users who need data extension View and Update permissions for campaigns related to B3C sales, out not any permissions for campaigns related to B2B sales.

How should they accomplish this?
* Create separate folders and add permissions
* Create a shared data extension
* Update data extension object level permissions
* Create a new business unit

NO.104 Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year.

What action should be taken to populate the Einstein Engagement Scoring Dashboard?
* Select one of the Predictive Algorithms then click Deploy
* Click Deploy and results are available immediately
* Select the channels (Emails, Push, SMS) to report on then click Activate
* Click Activate and wait for an email notification

NO.105 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?
* Delete the campaign manager’s user and create a new user
* Disable the campaign manager’s user and create a new user
* Transfer the campaign manager’s permissions to a new user
* Deactivate the campaign manager’s license and assign it to the new user

NO.106 Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take in order to create Send Classifications?

Choose 2 answers
* Define a Sender Profile.
* Define a Subscriber -specific From Name.
* Define custom Reply Mail Management.
* Define a Delivery Profile.
Explanation

Send classifications require defining a sender profile and a delivery profile. A sender profile defines the From Name, From Email, and Reply Email for an email send. A delivery profile defines the IP address, domain, and header and footer information for an email send. Defining a subscriber-specific From Name and custom Reply Mail Management are not necessary for creating send classifications.

NO.107 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
* Bitly URL Shortener
* Facebook ad manager
* Login detail for each social media account
* Google URL Shortener
Explanation

The two prerequisites for configuring Social Studio to manage NTO’s social media accounts are:

* Bitly URL Shortener. This is a service that allows NTO to shorten and customize the URLs that they share on their social media posts. Bitly URL Shortener can also provide analytics and insights on the performance of the URLs, such as clicks, impressions, and conversions2. NTO needs to have a Bitly account and connect it to Social Studio before they can use Bitly URL Shortener for their social media posts.

* Login details for each social media account. These are the credentials that NTO needs to access and manage their social media accounts, such as Facebook, Twitter, Instagram, or YouTube. NTO needs to have login details for each social media account and connect them to Social Studio before they can use

* Social Studio to create and publish social media posts. The other options are incorrect because:

* Facebook ad manager. This is a tool that allows NTO to create and manage advertising campaigns on Facebook and its partner platforms, such as Instagram or Messenger. Facebook ad manager can also provide analytics and insights on the performance of the campaigns, such as reach, impressions, and conversions3. However, this is not a prerequisite for configuring Social Studio to manage NTO’s social media accounts; it is an optional feature that NTO can use if they want to run paid ads on Facebook or its partner platforms.

* Google URL shortener. This is a service that allows NTO to shorten and customize the URLs that they share on their social media posts. Google URL shortener can also provide analytics and insights on the performance of the URLs, such as clicks, impressions, and conversions4. However, this is not a prerequisite for configuring Social Studio to manage NTO’s social media accounts; it is an alternative service that NTO can use instead of Bitly URL Shortener.