

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

Salesforce Certified Marketing Cloud Administrator

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## QUESTION 1

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A file drop automation to send emails to customers who have made a purchase.
- B. A user -initiated message to send an email to customers who made a purchase daily.
- C. A scheduled automation to send emails to customers who made a purchase daily.
- D. A triggered message to send an email as soon as a customer completes a purchase.

Correct Answer: D

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## QUESTION 2

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:

1.

Insufficient User Permissions. You have not been designated as an integrated

2.

Marketing Cloud User. Contact your system administrator.

3.

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

Correct Answer: A

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## QUESTION 3

Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists.

How should the user be updated to allow the analyst the appropriate access?

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

Correct Answer: C

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#### QUESTION 4

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

Correct Answer: A

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#### QUESTION 5

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nton.com. the previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account? Choose 2 answers

- A. Upon receiving an email, all tracked links start with click.email.nton.com
- B. The login page for Marketing Cloud Users is login.email.nton.com and is branded with NTO colors
- C. Cloudpages personalized URLs are served from cloud.email.nton.com
- D. Users receive Marketing Cloud password reset emails from help@email.nton.com

Correct Answer: AC

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