

MARKETING-CLOUD- ADMINISTRATOR^{Q&As}

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QUESTION 1

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

Correct Answer: AB

QUESTION 2

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

Correct Answer: D

QUESTION 3

A Marketing Cloud admin has configured a Tracking Extract which includes all subscriber attributes for their global regions. However, the admin notices accented characters in the customers\\ names appear jumbled in the extracted file.

Which two settings could solve this issue? Choose 2 answers

- A. Change Column Delimiter to
- B. Change Character Encoding to UTF-8
- C. Select Unicode Output
- D. Change Format to xml

Correct Answer: BC

QUESTION 4

Northern Trail Outfitters just purchased Marketing Cloud.

Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant? Choose 3 answers

- A. Creating users and assigning roles which meet their job functions
- B. Creating a SMS message and sending a mobile campaign
- C. Classifying sends and defining parameters for email sends
- D. Building the data structure used to store audience information
- E. Importing data into contacts using the Data Loader

Correct Answer: ACD

QUESTION 5

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

Correct Answer: A

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