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MARKETING-CLOUD-ADMINISTRATOR^Q&As

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QUESTION 1

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 2

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:

1.

Orders: OrderId, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal

2.

Order_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount

3.

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.

Correct Answer: BD

QUESTION 3

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

1.

Customers contains information about subscribers including Email Address, First Name, Last name.

2.

Orders contains information about the orders and includes the unique identifier of the customer

In which two ways should the admin configure Data Designer to allow this data to be used within a Journey? Choose 2 answers

A. Link the Customers data extension to the data model using Customer ID

B. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship

C. Link the Orders data extension to the Customers data extension using a One-to-Many relationship

D. Link the Customers data extension to the data model using Email Address

Correct Answer: AC

QUESTION 4

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

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

A. Number

B. Text

C. Boolean

D. Decimal

Correct Answer: AB

QUESTION 5

A Northern Trail Outfitter\\' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounces status in Marketing Cloud.

What are the effects of the click to the subscriber\\'s status?

A. Status is changed to Active and the bounce count is unchanged

B. Status is changed to Held for 72 hours and the bounce count is set to Zero

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C. Status remains as Bounced the bounce count is unchanged

D. Status is changed to Active and the bounce count is set to Zero

Correct Answer: D

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