MARKETING-CLOUD-ADMINISTRATOR^{Q&As}

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QUESTION 1

A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular
end. The admin of Marketing Cloud Connect is functioning properly.

What should the admin confirm about the data extension?

A. The wind relationship links SubscriberKey to Subscribers on Email Address

B. The data extension is located in the Synchronized Data Extensions folder.

C. The data extension is located in the Salesforce Data Extensions folder.

D. The triggeredSendDataExtension data extension template was used.

Correct Answer: C

QUESTION 2

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

A. Contact-specific data at the job level

B. Contact data in non-sendable data extensions

C. General tracking data at the job level

D. Contact data in sendable data extensions

Correct Answer: BC

QUESTION 3

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The
customer has indicated the following:

1.

Emails will be built using a custom dynamic template for these messages.

2.

Links will vary over time and across campaigns.

3.

Click activity will be cross-referenced with subscribers\\' regional markets on a master subscriber data extension.

4.

Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

A. AMPscript

B. SSJS

C. SQL

D. HTML

Correct Answer: A

QUESTION 4

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?

A. Installed Packages

B. Data Management

C. Security Settings

D. Salesforce Integration

Correct Answer: A

QUESTION 5

A Marketing Cloud admin wants to automatically unsubscribe customers who respond to marketing emails asking to be removed from the mailing list.

Which two steps should the admin take to enable this functionality? Choose 2 answers

A. Ensure a Custom response is enabled for Automated Response in Reply mail Management

B. Verify Reply Mail Management has been enabled in the account

C. Select Unsubscribe Manual requests in Reply Mail Management

D. Select Delete Auto-Replies and Out-of-Office mail Management

Correct Answer: AB

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