



# **Free Questions for Marketing-Cloud-Administrator by dumpssheet**

**Shared by Combs on 15-04-2024**

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## Question 1

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**Question Type:** MultipleChoice

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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?

### Options:

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- A- Restricted Values
- B- List Detective
- C- Invalid Email Address
- D- Skipped Records

### Answer:

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B

## Question 2

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**Question Type: MultipleChoice**

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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?

**Options:**

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- A-** Installed Packages
- B-** Data Management
- C-** Security Settings
- D-** Salesforce Integration

**Answer:**

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A

## Question 3

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**Question Type: MultipleChoice**

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Northern Trail Outfitters (NTO) is a global brand which includes many subsidiary brands under the parent umbrella.

a. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

### Options:

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- A-** Create child business units for each brand and nest another level of child business units for GEOs.
- B-** Create and apply folders with naming conventions in the current account to keep track of brand assets.
- C-** Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.
- D-** Create one child business unit for the other brands to share but apply folders and naming conventions.

### Answer:

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B

## Question 4

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**Question Type:** MultipleChoice

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To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

**Options:**

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- A-** Configure the business unit data retention setting to 12 months
- B-** Configure the Enterprise wide default retention to one year
- C-** Set inactive data to be automatically cleared after one year, but is recoverable
- D-** Apply a Row Based Retention to each data extension as it is created, set to 12 months

**Answer:**

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D

## Question 5

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**Question Type:** MultipleChoice

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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

### Options:

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

### Answer:

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B, C

## Question 6

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Question Type: MultipleChoice

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A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

**Options:**

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- A-** Synchronized contacts are only counted after sending
- B-** Only active email subscriber are counted.
- C-** Mobile subscribers are not counted as contacts.
- D-** There are overlapping contacts in each of the channel

**Answer:**

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B

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