



**Free Questions for Marketing-Cloud-Administrator by
certscare**

Shared by Nichols on 07-06-2022

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

Options:

- A) Journey Builder
- B) Contact Builder
- C) MobileConnect
- D) MobilePush

Answer:

A, D

Question 2

Question Type: MultipleChoice

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?!

Options:

- A) AMPscript for Marketing Cloud
- B) Web Analytics Connector
- C) Google Analytics 360
- D) Marketing Cloud Connect

Answer:

B

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters wants to segment audiences based on Sales Cloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Co.

Options:

- A) Setup >Data Management > Synchronized Data Extensions
- B) Contact Builder > Data Extensions > Synchronized Data Extensions
- C) Contact Builder > Data Sources
- D) Setup > Apps > Salesforce Integration

Answer:

C

Question 4

Question Type: MultipleChoice

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses

Where could the details be found?

A Run a Bounce Email Report

Options:

- B) Query the Bounce Data View
- C) Query the Send Log
- D) Run an Account Send Summary Report

Answer:

B

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters wants to segment audiences based on Sales Cloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Co.

Options:

- A) Setup > Data Management > Synchronized Data Extensions
- B) Contact Builder > Data Extensions > Synchronized Data Extensions
- C) Contact Builder > Data Sources
- D) Setup > Apps > Salesforce Integration

Answer:

C

Question 6

Question Type: MultipleChoice

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses

Where could the details be found?

A Run a Bounce Email Report

Options:

- B) Query the Bounce Data View
- C) Query the Send Log
- D) Run an Account Send Summary Report

Answer:

B

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