



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

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

Options:

- A- CloudPagesURL AMPscript function
- B- Web Analytics Connector
- C- Link Wrapping

Answer:

A

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters wants to expand their use of Marketing Cloud to business users who spend their day in Sales Cloud, without granting access to Marketing Cloud directly.

What feature should be used?

Options:

- A- Distributed Sending
- B- Distributed Marketing
- C- Marketing Cloud Connect

Answer:

C

Question 3

Question Type: MultipleChoice

While setting up marketing Cloud Connect, a marketing cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then

receives the following error message:

Insufficient User Permissions. You have not been designated as an integrated

Marketing Cloud User. Contact your system administrator.

The admin notices the Marketing cloud for AppExchange Admin option is selected

when looking for the user settings.

What action should correct the issue?

Options:

- A-** Apply the appropriate user mappings in the CRM configuration.
- B-** Apply the Administrator and Marketing Cloud Administrator permission sets to user.
- C-** Reset all user passwords to force new tokens
- D-** Apply the marketing Cloud for AppExchange User option as well

Answer:

A

Question 4

Question Type: MultipleChoice

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

What action should NTO take?

Options:

- A- Configure the business unit data retention setting to 12 months
- B- Configure the Enterprise wide default retention to one year
- C- Set inactive date 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:

D

Question 5

Question Type: MultipleChoice

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

Options:

A- Number

B- Text

C- Boolean

D- Decimal

Answer:

A, B

Question 6

Question Type: MultipleChoice

A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete the request?

Options:

- A-** Automation Studio: Create a Report Activity to run every seven days.
- B-** Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
- C-** Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- D-** Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.

Answer:

B

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