SalesForce

Marketing-Cloud-Consultant

Salesforce Certified Marketing Cloud Administrator

https://killexams.com/pass4sure/exam-detail/Marketing-Cloud-Consultant

Question: 133

An engineer configures a network discovery policy on Cisco FMC. Upon configuration, it is noticed that excessive and misleading events are filing the database and overloading the Cisco FMC. A monitored NAT device is executing multiple updates of ts operating system in a short period of time.

What configuration change must be made to alleviate this issue?
A. Change the method to TCP/SYN
B. Leave default networks.
C. Exclude load balancers and NAT devices
D. Increase the number of entries on the NAT device

Answer: C

Question: 134

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable String to links in emails.

Which functionality would allow this?
A. Parameter Manager
B. Web and Mobile Analytics
C. Advertising Studio
D. Personalization Builder

Answer: A

Question: 135

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?
A. Subscriber Key
B. Contact ID
C. Member Record
D. Data Extensions

Answer: A

Question: 136

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?
A. NTO requires SSL certificate configurations for Content Builder and Portfolio images
B. Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns
C. Multiple brand logos must be accommodated in an email header
D. A new sender profile needs to be leveraged for sending transactional emails

Answer: B

Question: 137

Which three options determine when a contact could enter a journey? Choose 3 answers.
A. Re-entry at any time
B. Re-entry by attribute
C. Re-entry by date
D. No re-entry
E. Re-entry only after exiting

Answer: A,D,E

Question: 138

A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is performing.

Which report should be used?
A. Dynamic Content for Triggered Sends
B. Sends Account Send Summary
C. Impression Tracking for Triggered Sends
D. Email Performance by Attribute

Answer: C

Question: 139

NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.

Which three values could be used as personalization strings in query string parameters? Choose 3 answers
A. Product Code
B. Application ID
C. Subscriber ID
D. Email Address
E. Name

Answer: A,B,C

A Marketing Cloud admin to create custom roles for their business process.

What should be taken into consideration to accomplish this?
A. Custom roles can only be edited by the user who created the role initially.
B. Custom roles are only available within the business in which they were created.
C. Custom roles are available on their Marketing Cloud account.
D. Custom roles override an individual user's granular permission assignments.

Answer: D

Question: 141

A customer frequently holds seminars and other events to interface with their customers.

They plan to do the following:

– Use SmartCapture forms to write data into event registration data extensions.

– Cross-reference the records in each registration data extension with corresponding invitation email sends.

– Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?
A. AMP script
B. SQL
C. HTML
D. CSS

Answer: A

Question: 142

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?
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: B

Question: 143

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters.

How could the Marketing Cloud admin address this issue?
A. Import employee email addresses into All Subscribers with an "Active status
B. Ensure employees have opted in to the test email list or data extension
C. Ask employees to use personal email addresses instead of corporate email addresses
D. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter

Answer: D

Question: 144

Northern Trail Outfitters wants to set up their Send Log data extension

Which three considerations should be made for long term success? Choose 3 answers
A. Apply an appropriately-scoped Data Retention period
B. Add custom fields not included in the Send Log Template
C. Log attribute data necessary for auditing communications
D. Log all variable data captured in emails at send time
E. Set the period to a fixed date in the Data Retention Policy

Answer: A,B,C

Question: 145

Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting.

These metrics need to be reported per email campaign for each of NTO's Business Units:

• Number of Sends

• Delivery Rate

• Overall Bounce Rate

• Block Bounce Rate

• Open Rate

• Click Rate

• Complaint Rate

• Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?
A. Campaign Email Tracking Report

B. Email Performance Over Time Report
C. Email Send Report
D. Account Send Summary Report

Answer: D

Question: 146

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:

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

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

– 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.

Answer: B,D

Question: 147

Northern Trail Outfitters has noticed an issue with their sends today.

Which two links in Setup Home could be used to troubleshoot the issue? Choose 2 answers
A. Create Support Case
B. Failed Sends
C. Help and Training
D. System Status

Answer: C,D

Question: 148

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take in order to create Send Classifications? Choose 2 answers
A. Define a Sender Profile.
B. Define a Subscriber -specific From Name.

C. Define custom Reply Mail Management.
D. Define a Delivery Profile.

Answer: A,D

Question: 149

Northern Trail Outfitters uses Parameter Manager to automatically tag links, They want to include a Campaign Identifier to the links within a specific campaign message.

At which level should the utm_campaign value be configured?
A. Subscriber
B. Link
C. Email
D. Account

Answer: C

Question: 150

A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization.

What functionality would get messages out the door faster?
A. Burst Sending
B. Journey Builder Triggered Sends
C. Send Throttling
D. Marketing Cloud Connect

Answer: A

SAMPLE QUESTIONS

*These questions are for demo purpose only. **Full version** is up to date and contains actual questions and answers.*

Killexams.com is an online platform that offers a wide range of services related to certification exam preparation. The platform provides actual questions, exam dumps, and practice tests to help individuals prepare for various certification exams with confidence. Here are some key features and services offered by Killexams.com:

Actual Exam Questions: Killexams.com provides actual exam questions that are experienced in test centers. These questions are updated regularly to ensure they are up-to-date and relevant to the latest exam syllabus. By studying these actual questions, candidates can familiarize themselves with the content and format of the real exam.

Exam Dumps: Killexams.com offers exam dumps in PDF format. These dumps contain a comprehensive collection of questions and answers that cover the exam topics. By using these dumps, candidates can enhance their knowledge and improve their chances of success in the certification exam.

Practice Tests: Killexams.com provides practice tests through their desktop VCE exam simulator and online test engine. These practice tests simulate the real exam environment and help candidates assess their readiness for the actual exam. The practice tests cover a wide range of questions and enable candidates to identify their strengths and weaknesses.

Guaranteed Success: Killexams.com offers a success guarantee with their exam dumps. They claim that by using their materials, candidates will pass their exams on the first attempt or they will refund the purchase price. This guarantee provides assurance and confidence to individuals preparing for certification exams.

Updated Content: Killexams.com regularly updates its question bank and exam dumps to ensure that they are current and reflect the latest changes in the exam syllabus. This helps candidates stay up-to-date with the exam content and increases their chances of success.

Technical Support: Killexams.com provides free 24x7 technical support to assist candidates with any queries or issues they may encounter while using their services. Their certified experts are available to provide guidance and help candidates throughout their exam preparation journey.