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**Exam : Marketing Cloud
Administrator**

**Title : Salesforce Certified
Marketing Cloud
Administrator**

Version : DEMO

1.A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts.

Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

- A. Bitly URL Shortener
- B. Facebook ad manager
- C. Login detail for each social media account
- D. Google URL shortner

Answer: A,C

2.A customer wants Sales Cloud users to create and send Marketing Cloud emails.

Which two recommendations should the consultant make? Choose 2 answers

- A. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- B. The consultant should enable deep linking in Marketing Cloud Connect configuration.
- C. The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.
- D. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

Answer: A,B

3.The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message? Choose 3 answers

- A. Each content area specified in a dynamic content rule exists.
- B. Words or phrases used may trigger spam filters.
- C. Grammar and spelling in the email text is correct.
- D. Correct syntax is used on any AMPScript in the email's code.
- E. Personalization strings map to attributes or data extension fields

Answer: A,D,E

4.Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscriber however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content.

Which activity would allow NTO to build the journey with the fewest activities possible?

- A. Einstein STO
- B. Engagement Split
- C. Wait Until Date
- D. Join

Answer: D

5.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