

Salesforce

Exam Questions Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator (SP20)



NEW QUESTION 1

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account. Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. IP Allowlist
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Answer: A

NEW QUESTION 2

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries. Which future would allow this functionality?

- A. Query Studio
- B. Journey Builder
- C. CloudPages
- D. Synchronized Data Sources.

Answer: D

NEW QUESTION 3

Which two statements are correct about Send Logging? Choose 2 answers

- A. Send Log data extensions are archived automatically based on retention settings.
- B. AMPscript can be used to pull data from Send Logs for use within emails.
- C. SQL Query Activities can reference Send Logs in combination with system data views.
- D. A business unit can support up to three Send Logs.

Answer: BC

NEW QUESTION 4

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A file drop automation to send emails to customers who have made a purchase.
- B. A user -initiated message to send an email to customers who made a purchase daily.
- C. A scheduled automation to send emails to customers who made a purchase daily.
- D. A triggered message to send an email as soon as a customer completes a purchase.

Answer: D

NEW QUESTION 5

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

- A. Use a web-safe font for text that closely matches the brand's custom font.
- B. Build an email as one image, with all text saved in the brand font.
- C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- D. Build an email using multiple images, with all text saved in the brand font.

Answer: A

NEW QUESTION 6

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nton.com. the previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account? 2 answers

- A. Upon receiving an email, all tracked links start with click.email.nton.com
- B. The login page for Marketing Cloud Users is login.email.nton.com and is branded with NTO colors
- C. Cloudpages personalized URLs are served from cloud.email.nton.com
- D. Users receive Marketing Cloud password reset emails from help@email nto.com

Answer: AC

NEW QUESTION 7

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account. Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. IP Whitelisting
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Answer: A

NEW QUESTION 8

A publishing company has presented the following:

- A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.
- A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.
- The customer's expiration date is included in the data file. What component should the customer's solution include? Choose 3 answers

- A. Suppression list
- B. Data Filter
- C. Triggered Send
- D. Template-based emails
- E. Automation StudioTerm

Answer: BDE

NEW QUESTION 9

Which three considerations should be made when setting up Distributed Marketing? Choose 3 answers

- A. Business users can select any email at time of send.
- B. Default options can be set up for the greeting in the email.
- C. A journey can be connected to one or more Campaigns.
- D. The DM administrator Profile is required to access Distributed Marketing.
- E. Messages can be sent to Contacts, Leads, and Person Accounts.

Answer: ACE

NEW QUESTION 10

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account? Choose 2 answers

- A. Contact-specific data at the job level
- B. Contact data in non-sendable data extensions
- C. General tracking data at the job level
- D. Contact data in sendable data extensions

Answer: BC

NEW QUESTION 10

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication. What would be achieved with SAP?

- A. Image URLs are wrapped with the appropriate brand URL
- B. The out-of-the-box profile center will display NTO branding
- C. A different click domain can be used for each brand
- D. A Dedicated IP is automatically warmed up

Answer: A

NEW QUESTION 12

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the implementation Consultant recommend? Choose 2 answers.

- A. Use Data Designer to link student and alumni data to the contact record.
- B. Create an Import Activity to import alumni data into Salesforce Report.
- C. Create list attributes to store student data from the Sales Cloud.
- D. Use Synchronized Data Sources to data from the Sales Cloud.

Answer: AD

NEW QUESTION 16

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

NEW QUESTION 19

A Marketing Cloud admin wants to check the status of a salesforce contacts in All Subscribers. The account is connected to their salesforce org via Marketing Cloud Connect.

Which subscriber key should be used to search for the contact in All Subscribers?

- A. 15-digit contact ID
- B. Numeric Subscriber ID
- C. 18-digit Contact ID
- D. Email Address

Answer: C

NEW QUESTION 24

A Marketing Cloud admin wants to create an SFTP User for the first time. Which two considerations should be taken when configuring an SFTP User? Choose 2 answers

- A. By default, the username is the MID for the current Marketing Cloud MID.
- B. Minimum password length is 12 characters.
- C. By default, the password will be the password of the logged-in user.
- D. Once created, the user will need to be activated in order to use the SFTP.

Answer: BD

NEW QUESTION 27

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

NEW QUESTION 30

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries. Which feature would allow this functionality?

- A. Journey Builder
- B. Synchronized Data Sources
- C. CloudPages
- D. Query Studio

Answer: B

NEW QUESTION 31

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet.

Individuals should only be allowed to enter once, and the winner will be selected randomly.

All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution? Choose 2 answers

- A. Microsite with Web Collect to store entrants on a data extension.
- B. Microsite with Smart Capture to store entrants on a data extension.
- C. Send Email Activity with a link to a subscription center.
- D. Data Extension with double opt-in status defined.

Answer: BD

NEW QUESTION 33

Northern Trail Outfitters has Marketing Cloud users who need data extension View and Update permissions for campaigns related to B3C sales, but not any permissions for campaigns related to B2B sales.

How should they accomplish this?

- A. Create separate folders and add permissions
- B. Create a shared data extension
- C. Update data extension object level permissions
- D. Create a new business unit

Answer: C

NEW QUESTION 37

Which two data structures could be configured to appear in the out-of-the-box Subscription center? Choose 2 answers

- A. Publication Lists
- B. Data Extensions
- C. Lists
- D. Groups

Answer: B

NEW QUESTION 38

Northern Trail Outfitters wants to send a custom survey to customers asking about their experience following a recent purchase. Which feature should be used to create a survey form?

- A. MobileConnect
- B. Content Builder
- C. Smart Capture
- D. Profile Center

Answer: C

NEW QUESTION 41

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day. As a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return to the site and continue their shopping. What action should NTO take?

- A. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- B. Create a user-initiated message to logged-in customers to send once the website is restored.
- C. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- D. Create and send an apology email that includes a discount for a future purchase to all customers

Answer: B

NEW QUESTION 44

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send. What should the admin confirm to resolve the issue?

- A. The data extension is marked as Sendable
- B. The data extension contains a Salesforce ID
- C. The Data extension is marked as Sendable and Testable
- D. The data extension is linked using the Contact Key

Answer: A

NEW QUESTION 47

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

NEW QUESTION 50

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. AMPscript
- B. SQL
- C. HTML
- D. CSS

Answer: A

NEW QUESTION 51

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?

- 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

NEW QUESTION 52

NTO has been noting reduced deliverability when they do large sends. Which part of deliverability is tied to hitting Spam Traps during a send?

- A. List Hygiene
- B. Authentication
- C. Content
- D. Engagement

Answer: B

NEW QUESTION 57

A Marketing Cloud admin wants to automatically unsubscribe customers who respond to marketing emails asking to be removed from the mailing list. Which two steps should the admin take to enable this functionality? Choose 2 answers

- A. Ensure a Custom response is enabled for Automated Response in Reply mail Management
- B. Verify Reply Mail Management has been enabled in the account
- C. Select Unsubscribe Manual requests in Reply Mail Management
- D. Select Delete Auto-Replies and Out-of-Office mail Management

Answer: AB

NEW QUESTION 59

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
- Contact records will be augmented by relational data tables via Contact Builder.
- The customer data file will contain 5M records with 40+ attributes.
- One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- A customer ID will be used as the unique identifier for each contact. Which statement differentiates the use of data extensions over lists?

- A. Data extensions allow for add/update Import activity.
- B. Data extensions can store HTML code as an attribute.
- C. Data extensions support Customer ID to be used as Subscriber Key.
- D. Data extensions are necessary for Contact Builder

Answer: D

NEW QUESTION 61

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.

Which network(s) support lookalike audiences directly from Advertising Studio?

- A. Facebook and Twitter
- B. Facebook
- C. Google and Facebook
- D. Twitter

Answer: A

NEW QUESTION 64

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 Cloud.

- 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

NEW QUESTION 69

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

- A. Number
- B. Text
- C. Boolean
- D. Decimal

Answer: AB

NEW QUESTION 74

A Marketing Cloud Admin has noticed a File Drop Automation has been failing on the import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer_import_. The import is configured to look for a file named customer_import_%%Year%%%%Month%%%%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds. How should the admin fix the issue?

- A. Use the exact filename used for the trigger in the import File Activity
- B. Make sure the file is placed on the correct subfolder within the SFTP
- C. Make sure the filename has a date stamp to avoid duplication

D. Use %%FILENAME_FROM_TRIGGER%% in the import File Activity

Answer: D

NEW QUESTION 78

Northern Trail Outfitters (NTO) rolled out a global SMS initiative three months ago, as their customers have shown great interest in receiving promotions via text. However, NTO was notified they are already at 75% utilization for their annual Super Messages. Why could this be the case?

- A. MobilePush was enabled by mistake, which consumes Super Messages when not in use.
- B. Each email consumes five super messages when sending below a certain threshold.
- C. The majority of NTO's subscriber base is in the United States.
- D. A multiplier is applied to each SMS message based on the destination country

Answer: B

NEW QUESTION 82

What are entry source types for Journey Builder?

- A. Data Extension, CloudPages, Email List, API Event
- B. Data Extension, Audience Studio, API Event, Date Based Event
- C. Data Extension, Email List, API Event, Date Based Event
- D. Data Extension, Salesforce Community, GA360, Email List

Answer: B

NEW QUESTION 83

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Remove nonessential data for marketing purposes.
- B. Identify and assign appropriate keys to tie records together.
- C. Normalize data and fields to prevent redundancy.
- D. Ensure all available data is included.
- E. Ensure every data source has a sendable field.

Answer: ABC

NEW QUESTION 87

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: ABC

NEW QUESTION 88

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?

- A. AMPscript for Marketing Cloud
- B. Parameter Manager
- C. Google Analytics 360
- D. Marketing Cloud Connect

Answer: B

NEW QUESTION 89

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer

In which two ways should the admin configure Data Designer to allow this data to be used within a Journey? Choose 2 answers

- A. Link the Customers data extension to the data model using Customer ID
- B. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- C. Link the Orders data extension to the Customers data extension using a One-to-Many relationship
- D. Link the Customers data extension to the data model using Email Address

Answer: AC

NEW QUESTION 94

Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams. How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- A. Deploy Multi-Org with a single Marketing Cloud Account
- B. Deploy separate Publication Lists for each region within one account
- C. Filter data view permissions at the subscriber level
- D. Separate regions into business units and apply Subscriber Filters

Answer: D

NEW QUESTION 99

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommended to ensure content is displayed properly within the email.

- A. AMPscript conditional against the Gender field
- B. AMPscriptlookupRows functions
- C. A/B Test content type
- D. Dynamic Content Wizard

Answer: D

NEW QUESTION 100

Northern Trail Outfitters (NTO) keeps their subscribers in sync with their external database via the import of a CSV file which is dropped to the of Marketing Cloud SFTP each day. However, NTO has realized the number of subscribers being sent emails is considerably lower than the number they were expecting based on records in their database.

Which feature would allow NTO to monitor whether all records were added to the target data structure each day?

- A. External Key within the Import File Activity
- B. Run Completion within the File Drop Automation
- C. RuntimeError within the File Drop Automation
- D. Notation Settings within the Import File Activity

Answer: D

NEW QUESTION 102

Northern Trail Outfitters has the Discover Reporting Tool.

Which two report types could help them drive mobile adoption strategy? Choose 2 answers

- A. Time Between Send and Engagement
- B. Email Performance by Device
- C. Email Sending Performance Report
- D. Deliverability Complaint Rate

Answer: BC

NEW QUESTION 106

Setup Assistant provides information and resources for configuring a new Marketing Cloud account. Which two topics does Setup Assistant cover? Choose 2 answers

- A. Enabling Mobile Connect
- B. Managing the Enhanced SFTP
- C. Configuring Journey Builder
- D. Setting up the Data Structure

Answer: D

NEW QUESTION 107

Which three statements should be considered before using Goals in Journey Builder? Choose 3 answers

- A. Goal target statistics are stored in a data extension.
- B. Goals are created to evaluate journey performance.
- C. Goals can act as exit criteria.
- D. Contacts are evaluated against the goal after a wait activity.
- E. Each contact is assigned an individual goal.

Answer: BCD

NEW QUESTION 111

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Selected SFTP folder
- B. Original SFTP folder
- C. Target Data Extension

D. Safehouse

Answer: A

NEW QUESTION 115

Which activity should be used for multivariate content testing within Journey Builder?

- A. Engagement Split
- B. Random Split
- C. Content Split
- D. Decision Split

Answer: B

NEW QUESTION 117

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?

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

Answer: C

NEW QUESTION 121

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

NEW QUESTION 126

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: AB

NEW QUESTION 129

A Marketing Cloud admin wants to ensure email sends exclude their testing prefix of [PREVIEW] in the subject line when deploying from Email Studio.

What should the admin do to prevent the prefix from deploying in live sends?

- A. Use Proof instead of [PREVIEW]
- B. Add [PREVIEW] to the subject line validation list
- C. Require several campaign approvals
- D. Wrap the subject line with AMPscript

Answer: B

NEW QUESTION 134

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- A. CloudPage forms Content Block
- B. Email Form Content Block
- C. Dynamic Content Block
- D. Reference Content Block

Answer: B

NEW QUESTION 137

Northern Trail Outfitters (NTO) has decided to use Journey Builder to launch event-driven lifecycle marketing programs. This includes personalized interactions with customers with the goal of increasing purchase frequency.

Which two pieces of information would help NTO achieve this objective? Choose 2 answers

- A. Products purchased from a competitor.
- B. Number of items per order.
- C. Channel preference of customers.
- D. Last purchase date

Answer: CD

NEW QUESTION 140

Which two data structures could be configured to appear In the out-of-the-box Subscription Center? Choose 2 answers

- A. Data Extensions
- B. Publication Lists
- C. Lists
- D. Groups

Answer: BC

NEW QUESTION 141

What is Setup Assistant?

- A. Support service allowing the outsourcing of repetitive admin tasks
- B. A prioritized account configuration checklist
- C. A search within Help and Training limited to configuration documents
- D. A dashboard containing key metrics for the business unit

Answer: B

NEW QUESTION 144

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- A. Content Creator and Marketing Cloud Viewer
- B. Analyst and Marketing Cloud Viewer
- C. Data Manager and Analyst

Answer: C

NEW QUESTION 145

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud. Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?

Choose 2 answers

- A. Text
- B. Decimal
- C. Number
- D. Boolean

Answer: AB

NEW QUESTION 150

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMP script.

The Company collects the following information:

- Customer data (email address, first name, last name...).
- Event registration (email address, event ID, event name, event type, venue ID...).
- Venue details (venue ID, venue name, venue address...).
- Payment details (email address, event ID, total paid...).

The Company does not want to link everything in Contact Builder.

Which are the two data sources that must be incorporated inside Contact Builder? Choose 2 answers.

- A. Customer Data
- B. Event Registration
- C. Venue Details
- D. Payment Details

Answer: AC

NEW QUESTION 154

A Marketing Cloud admin wants to ensure no one could access the API with their Marketing Cloud user credentials.

Which security setting would control this behavior?

- A. Select 'Identity Verification'
- B. Select 'Enable Audit Trail Data Collection'
- C. Deselect 'Exclude API Users From Password Expiration'

D. Deselect 'Enable Username and Password for Web Services'

Answer: D

NEW QUESTION 158

A user asks a Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content Creator, Data Manager, and Marketing Cloud Viewer. What should the admin do to resolve the issue so the user can send an email?

- A. Edit permissions and Grant permissions to Send
- B. Edit permissions and deselect Deny for Email Sending
- C. Add the Role Marketing Cloud Channel Manager
- D. Remove the Marketing Cloud Viewer Role

Answer: A

NEW QUESTION 162

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.

Which two terms would they add to their website to accomplish this? Choose 2 answers

- A. Collect Code
- B. Recommendation Code
- C. Conversion/Cart Code
- D. Email Conversion Code

Answer: B

NEW QUESTION 163

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