



MARKETING-CLOUD- ADMINISTRATOR^{Q&As}

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QUESTION 1

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

Correct Answer: C

QUESTION 2

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

Correct Answer: B

QUESTION 3

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

Correct Answer: AB

QUESTION 4



What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?

- A. Preference Center link and physical mailing address
- B. Business name and a link to the business website
- C. Business name and physical mailing address
- D. Preference Center link and a link to the business website

Correct Answer: A

QUESTION 5

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

Correct Answer: B

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