



MARKETING-CLOUD- ADMINISTRATOR^{Q&As}

Salesforce Certified Marketing Cloud Administrator

**Pass Salesforce MARKETING-CLOUD-
ADMINISTRATOR Exam with 100% Guarantee**

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.geekcert.com/marketing-cloud-administrator.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce
Official Exam Center



VCE & PDF

GeekCert.com

<https://www.geekcert.com/marketing-cloud-administrator.html>
2024 Latest geekcert MARKETING-CLOUD-ADMINISTRATOR PDF and VCE
dumps Download

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers





QUESTION 1

A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails.

Where under Setup could this be created?

- A. Content Builder Settings
- B. Emails Studio Settings
- C. Account Settings
- D. Campaign Settings

Correct Answer: C

QUESTION 2

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.

Correct Answer: BCD

QUESTION 3

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

Correct Answer: B



QUESTION 4

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nto.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? Choose 2 answers

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

Correct Answer: AC

QUESTION 5

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

Correct Answer: A

[MARKETING-CLOUD-ADMINISTRATOR PDF Dumps](#)

[MARKETING-CLOUD-ADMINISTRATOR VCE Dumps](#)

[MARKETING-CLOUD-ADMINISTRATOR Braindumps](#)