

MARKETING-CLOUD- ADMINISTRATOR^{Q&As}

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QUESTION 1

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- A. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity
- C. File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Correct Answer: B

QUESTION 2

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

Correct Answer: A

QUESTION 3

Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists.

How should the user be updated to allow the analyst the appropriate access?

- A. Remove Marketing Cloud Viewer
- B. Add Marketing Cloud Security Administrator
- C. Remove Marketing Cloud Channel manager
- D. Add Distributed Sending user

Correct Answer: C

QUESTION 4

Which Product enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content?

- A. Content Builder
- B. Einstein Send Time Optimization
- C. Audience Builder
- D. Einstein Email Recommendations

Correct Answer: D

QUESTION 5

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.

Correct Answer: BC

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