

Salesforce.Marketing-Cloud-Administrator.v2024-03-29.q127

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https://www.krdump.com/Salesforce.Marketing-Cloud-Administrator.v2024-03-29.q127.html	

NEW QUESTION: 1

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- D. □□□ □□ □□□□□ □□□□ □□□□ □□ Smart Capture□ □□ □□□□□□ □.

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 2

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Marketing Cloud □□□□ □ □□□ □□□ □ □□ □□□ □□□ □□□□□?

- A. Automation Studio: □□ □□□ □□□□ "□□" □□□ □□□□ □□□□ □□□ □□ □□□ □□□ □□□□ □□□ □□□□□□.
- B. Analytics Builder: □□□□□ "□□ □□ □□"□ □□□□ □□ □□□ □□□ □□□□ □.

C. SAP: SAP "SAP*" SAP SAP SAP SAP SAP SAP.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 3

Northern Trail Outfitters(NTO) SAP Marketing Cloud SAP SAP, SAP SAP SAP info@email.nto.com SAP SAP SAP. SAP SAP SAP SAP SAP SAP.

SAP(SAP SAP) SAP SAP SAP SAP SAP SAP?
SAP 2

A. SAP SAP SAP SAP click.email.nto.com SAP SAP.

B. Marketing Cloud SAP SAP SAP login.email.nto.com SAP NTO SAP SAP SAP.

C. Cloudpages SAP URL cloud.email.nto.com SAP SAP.

D. SAP help@email nto.com SAP Marketing Cloud SAP SAP SAP SAP.

Answer: A,C ([LEAVE A REPLY](#))

SAP

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* Cloudpages SAP SAP URL cloud.email.nto.com SAP SAP. SAP NTO Cloudpages SAP SAP SAP SAP(email.nto.com) SAP SAP SAP(SAP) SAP SAP SAP SAP SAP.

* Marketing Cloud SAP SAP SAP login.email.nto.com SAP NTO SAP SAP SAP SAP. SAP SAP SAP SAP SAP NTO Marketing Cloud SAP SAP SAP SAP SAP SAP. SAP SAP SAP SAP SAP SAP.

* SAP help@email nto.com SAP Marketing Cloud SAP SAP SAP SAP. SAP SAP SAP SAP SAP NTO Marketing Cloud SAP SAP SAP SAP SAP SAP SAP SAP SAP SAP.

NEW QUESTION: 4

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B. SAP SAP > SAP SAP > SAP SAP SAP

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NEW QUESTION: 8

Northern Trail Outfitters □ □□□ □□□□□□ □□□ □□□□ Marketing Cloud □ □□
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Answer: [\(SHOW ANSWER\)](#)

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NEW QUESTION: 9

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- B. □□□ □ Marketing Cloud □□
- C. □□□ □□□ □ □□□

Answer: [C \(LEAVE A REPLY\)](#)

NEW QUESTION: 10

NTO(Northern Trail Outfitters) □ □□ □□□ □□□□□□□□ □□ □□□□ □□□□□
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SAP □□□□ □□□ □□ □ □□□?

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- D. □□ IP □ □□□□ □□□□□□□.

Marketing Cloud uses a default character set for all content. Which character set is used by default?
A. UTF-8
B. ASCII
C. Unicode
D. Latin-1

NEW QUESTION: 14

Marketing Cloud uses a default character set for all content. Which character set is used by default?
A. UTF-8
B. ASCII
C. Unicode
D. Latin-1

Marketing Cloud uses a default character set for all content. Which character set is used by default?

Marketing Cloud uses a default character set for all content. Which character set is used by default?

A. UTF-8

B. ASCII

C. Unicode

D. Latin-1

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 15

Marketing Cloud uses a default character set for all content. Which character set is used by default?
A. UTF-8
B. ASCII
C. Unicode
D. Latin-1

Marketing Cloud uses a default character set for all content. Which character set is used by default?

A. UTF-8

B. ASCII

C. Unicode

D. Latin-1

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

Journey Builder uses a default character set for all content. Which character set is used by default?
A. UTF-8
B. ASCII
C. Unicode
D. Latin-1

A. UTF-8

B. ASCII

C. Unicode

D. Latin-1

E. Latin-2

Answer: A,D,E ([LEAVE A REPLY](#))

Administrator □□ □□□ □□□□□□, DumpTop Marketing-Cloud-Administrator □ □ □□ □□□□□□□□ □□□ □□□□□□□□. □□□□ □□□ □□□□ □□ □□□□ □□□□□□□□ □□□ □□□□□□.

<https://www.dumptop.com/Salesforce/Marketing-Cloud-Administrator-dump.html> (160

Q&As Dumps, **30%OFF Special Discount: KrDump**)

NEW QUESTION: 17

Northern Trail Outfitters□ Marketing Cloud□ Query Studio□ □□□□□ □□□□ □□□ □□□ □□□ □□□□□. Marketing Cloud □□□□ □□□□□ □□□ □□□ □□□ □ □□ □□□□ □□□?

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- D. □□ □□□ □□□□ □□□□□ API □□□ □□□□□.

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 18

Marketing Cloud □□□□ □□□ □□ □□□ □□□ □□□□ □ □ □□□?

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Answer: B ([LEAVE A REPLY](#))

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NEW QUESTION: 19

NTO(Northern Trail Outfitters)□ Marketing Cloud □□□ □□ □□ API □□□□ □□□□
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Answer: ([SHOW ANSWER](#))

NEW QUESTION: 20

Marketing Cloud □□□□ □□□□ SFTP □□□□ □□□□□ □□□.

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Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 21

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- D. □□ □□ □□□ □□ □□□/□□ □□ □□□ Salesforce CRM □□□□ □□□□□.

Answer: C ([LEAVE A REPLY](#))

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NEW QUESTION: 22

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Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

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Answer: ([SHOW ANSWER](#))

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UTF-8 encoding is used for text data in Marketing Cloud. Which of the following is a valid UTF-8 character? A. 00000000 B. 00000001 C. 00000002 D. 00000003

NEW QUESTION: 24

Marketing Cloud uses a multi-tier architecture. Which of the following is the correct order of the tiers? A. Email Studio, Marketing Cloud, Data Studio B. Marketing Cloud, Email Studio, Data Studio C. Data Studio, Marketing Cloud, Email Studio D. Data Studio, Email Studio, Marketing Cloud

- A. Email Studio > Marketing Cloud > Data Studio
- B. Marketing Cloud > Email Studio > Data Studio
- C. Data Studio > Marketing Cloud > Email Studio
- D. Data Studio > A/B Testing > Email Studio

Answer: A (LEAVE A REPLY)

Marketing Cloud uses a multi-tier architecture. Which of the following is the correct order of the tiers? A. Email Studio, Marketing Cloud, Data Studio B. Marketing Cloud, Email Studio, Data Studio C. Data Studio, Marketing Cloud, Email Studio D. Data Studio, Email Studio, Marketing Cloud

NEW QUESTION: 25

Marketing Cloud uses a multi-tier architecture. Which of the following is the correct order of the tiers? A. Email Studio, Marketing Cloud, Data Studio B. Marketing Cloud, Email Studio, Data Studio C. Data Studio, Marketing Cloud, Email Studio D. Data Studio, Email Studio, Marketing Cloud

Answer: C (LEAVE A REPLY)

NEW QUESTION: 26

Northern Trail Outfitters is using Marketing Cloud to create a personalized journey. Which of the following is the correct order of the steps? A. 1. Create a Journey B. 2. Add a Step C. 3. Add a Trigger D. 4. Add an Activity

- A. 1. Create a Journey
- B. Journey Builder
- C. 1. Create a Journey
- D. 1. Create a Journey

Answer: (SHOW ANSWER)

NEW QUESTION: 27

Northern Trail Outfitters is using Marketing Cloud to create a personalized journey. Which of the following is the correct order of the steps? A. 1. Create a Journey B. 2. Add a Step C. 3. Add a Trigger D. 4. Add an Activity

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A. □□□

B. □□

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Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 28

Northern Trail Outfitters □ □□□□ □□ □□□□□ □□ □□ □□□ □□□□□ □□□.
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Answer: A ([LEAVE A REPLY](#))

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NEW QUESTION: 29

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Answer: ([SHOW ANSWER](#))

NEW QUESTION: 30

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D. Marketing Cloud □□ □□ □□

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 37

Northern Trail Outfitters Marketing Cloud wants to send an email to all customers who have purchased a product in the last 12 months.

Which of the following is the correct setup?

- A. Create a list of all customers and send the email to that list.
- B. Create a list of all customers and send the email to that list using a triggered send.
- C. Create a list of all customers and send the email to that list using a triggered send with a send time delay.
- D. Create a list of all customers and send the email to that list using a triggered send with a send time delay and a send time offset.

Answer: A (LEAVE A REPLY)

Explanation:

Marketing Cloud wants to send an email to all customers who have purchased a product in the last 12 months. The Marketing Cloud admin wants to use a triggered send to send the email. The admin wants to use a triggered send with a send time delay. The admin wants to use a triggered send with a send time delay and a send time offset. The admin wants to use a triggered send with a send time delay and a send time offset and a send time offset.

* The Marketing Cloud admin wants to use a triggered send to send the email. The admin wants to use a triggered send with a send time delay. The admin wants to use a triggered send with a send time delay and a send time offset. The admin wants to use a triggered send with a send time delay and a send time offset and a send time offset.

* The Marketing Cloud admin wants to use a triggered send to send the email. The admin wants to use a triggered send with a send time delay. The admin wants to use a triggered send with a send time delay and a send time offset. The admin wants to use a triggered send with a send time delay and a send time offset and a send time offset.

* The Marketing Cloud admin wants to use a triggered send to send the email. The admin wants to use a triggered send with a send time delay. The admin wants to use a triggered send with a send time delay and a send time offset. The admin wants to use a triggered send with a send time delay and a send time offset and a send time offset.

NEW QUESTION: 38

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: B (LEAVE A REPLY)

Explanation

Advertising Studio supports lookalike audiences directly from Facebook only. For other networks, such as Google and Twitter, Advertising Studio can create audience segments based on Marketing Cloud data and export them to the network's platform, where the lookalike audience can be created manually.

NEW QUESTION: 39

NTO(Northern Trail Outfitters) is a clothing retailer. NTO is looking to increase its reach and is considering using lookalike audiences. Which of the following is a correct statement regarding lookalike audiences?

A. Lookalike audiences are created based on the interests and behaviors of the target audience.

B. Lookalike audiences are created based on the interests and behaviors of the target audience and the advertiser's existing customer base.

C. Lookalike audiences are created based on the interests and behaviors of the target audience and the advertiser's existing customer base. They are used to target new customers who are similar to the advertiser's existing customer base.

D. Lookalike audiences are created based on the interests and behaviors of the target audience and the advertiser's existing customer base. They are used to target new customers who are similar to the advertiser's existing customer base.

Answer: (SHOW ANSWER)

Correct answer: C. Lookalike audiences are created based on the interests and behaviors of the target audience and the advertiser's existing customer base. They are used to target new customers who are similar to the advertiser's existing customer base.

NEW QUESTION: 40

Marketing Cloud Connect is a tool that allows you to connect your Marketing Cloud account to other Salesforce applications. Which of the following is a correct statement regarding Marketing Cloud Connect?

A. Marketing Cloud Connect is a tool that allows you to connect your Marketing Cloud account to other Salesforce applications.

B. Marketing Cloud Connect is a tool that allows you to connect your Marketing Cloud account to other Salesforce applications. It is used to sync data between Marketing Cloud and other Salesforce applications.

C. A/B testing is a process of testing two different versions of a marketing campaign to see which one performs better.

D. Marketing Cloud Connect is a tool that allows you to connect your Marketing Cloud account to other Salesforce applications. It is used to sync data between Marketing Cloud and other Salesforce applications.

Answer: A (LEAVE A REPLY)

Correct answer: A. Marketing Cloud Connect is a tool that allows you to connect your Marketing Cloud account to other Salesforce applications.

NEW QUESTION: 41

Northern Trail Outfitters is a clothing retailer. Northern Trail Outfitters is looking to increase its reach and is considering using lookalike audiences. Which of the following is a correct statement regarding lookalike audiences?

Marketing Cloud Connect is a tool that allows you to connect your Marketing Cloud account to other Salesforce applications. Which of the following is a correct statement regarding Marketing Cloud Connect?

A. Marketing Cloud Connect is a tool that allows you to connect your Marketing Cloud account to other Salesforce applications.

B. Automation Studio is a tool that allows you to create and execute marketing automation campaigns.

C. Email Studio is a tool that allows you to create and execute email marketing campaigns.

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Answer: (SHOW ANSWER)

NEW QUESTION: 42

Northern Trail Outfitters □ Send Log □□□ □□ □□□□□ □□□□□ □□□. □□□□ □□□ □□ □□□□ □ □ □□ □□□ □□□□□?

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Answer: C,D,E (LEAVE A REPLY)

NEW QUESTION: 43

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Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 44

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- A. Marketing Cloud □ AMP □□□□
- B. □ □□ □□□
- C. Google Analytics 360
- D. □□□ □□□□ □□

Answer: (SHOW ANSWER)

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Email Studio □ □□ □□□ □□□□ □□ □□□ □□□□ 4□□ □□ □□□□ □□□ □ □□□□ □□□□ Web Analytics Connector1 □□□ □□□□ □□□. □ □□ □□□□

NTO UTM(Urchin) is a tool used for tracking and analyzing website traffic. It is a part of the Web Analytics Connector, which is used to connect the UTM tool to the Marketing Cloud. The UTM tool is used to track the performance of various marketing campaigns and to identify the source of traffic. The UTM tool is used to track the performance of various marketing campaigns and to identify the source of traffic. The UTM tool is used to track the performance of various marketing campaigns and to identify the source of traffic. The UTM tool is used to track the performance of various marketing campaigns and to identify the source of traffic.

NEW QUESTION: 45

Northern Trail Outfitters is using Email Studio, Mobile Connect, Social Studio, and Marketing Cloud. They are looking for a solution that can help them manage their marketing campaigns across all these channels. They are looking for a solution that can help them manage their marketing campaigns across all these channels. They are looking for a solution that can help them manage their marketing campaigns across all these channels. They are looking for a solution that can help them manage their marketing campaigns across all these channels.

Which of the following solutions can help them manage their marketing campaigns across all these channels? (Select all that apply)

- A. Marketing Cloud
- B. Marketing Cloud
- C. Marketing Cloud
- D. Marketing Cloud

Answer: B,C (LEAVE A REPLY)

Marketing Cloud is a cloud-based marketing automation platform that allows you to create and manage your marketing campaigns across all channels. Marketing Cloud is a cloud-based marketing automation platform that allows you to create and manage your marketing campaigns across all channels. Marketing Cloud is a cloud-based marketing automation platform that allows you to create and manage your marketing campaigns across all channels. Marketing Cloud is a cloud-based marketing automation platform that allows you to create and manage your marketing campaigns across all channels.

NEW QUESTION: 46

Marketing Cloud is a cloud-based marketing automation platform that allows you to create and manage your marketing campaigns across all channels. Marketing Cloud is a cloud-based marketing automation platform that allows you to create and manage your marketing campaigns across all channels. Marketing Cloud is a cloud-based marketing automation platform that allows you to create and manage your marketing campaigns across all channels. Marketing Cloud is a cloud-based marketing automation platform that allows you to create and manage your marketing campaigns across all channels.

- A. Marketing Cloud
- B. A/B
- C. Marketing Cloud
- D. Marketing Cloud

Answer: D (LEAVE A REPLY)

Marketing-Cloud-Administrator is a role that is used to manage the Marketing Cloud account. The Marketing-Cloud-Administrator role is used to manage the Marketing Cloud account. The Marketing-Cloud-Administrator role is used to manage the Marketing Cloud account. The Marketing-Cloud-Administrator role is used to manage the Marketing Cloud account.

NEW QUESTION: 47

Marketing Cloud uses which of the following protocols to connect to external systems?

- A. SOAP
- B. IPsec
- C. API
- D. REST

Answer: (SHOW ANSWER)

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Marketing Cloud uses REST API to connect to external systems. REST is a stateless protocol that uses HTTP methods to perform operations. SOAP is a stateful protocol that uses XML to represent data. IPsec is a protocol suite for securing IP communications. Marketing Cloud uses REST API to connect to external systems.

* REST is a stateless protocol that uses HTTP methods to perform operations. SOAP is a stateful protocol that uses XML to represent data. IPsec is a protocol suite for securing IP communications. Marketing Cloud uses REST API to connect to external systems.

* IPsec is a protocol suite for securing IP communications. Marketing Cloud uses REST API to connect to external systems. SOAP is a stateful protocol that uses XML to represent data. REST is a stateless protocol that uses HTTP methods to perform operations.

* API is a set of protocols for communication between systems. Marketing Cloud uses REST API to connect to external systems. SOAP is a stateful protocol that uses XML to represent data. REST is a stateless protocol that uses HTTP methods to perform operations.

NEW QUESTION: 48

Northern Trail Outfitters(NTO) is a company that sells outdoor gear. NTO is looking for a way to improve its customer experience. Which of the following is the best solution for NTO?

- A. Implement a CRM system.
- B. Implement a marketing automation system.
- C. Implement a social media management system.
- D. Implement a content management system.

Answer: B (LEAVE A REPLY)

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Marketing Cloud uses REST API to connect to external systems. REST is a stateless protocol that uses HTTP methods to perform operations. SOAP is a stateful protocol that uses XML to represent data. IPsec is a protocol suite for securing IP communications. Marketing Cloud uses REST API to connect to external systems.

NTO is a type of Marketing Cloud that is used to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns.

* NTO is a type of Marketing Cloud that is used to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns.

* NTO is a type of Marketing Cloud that is used to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns.

* NTO is a type of Marketing Cloud that is used to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns.

NEW QUESTION: 49

Marketing Cloud Einstein is used to create and manage email campaigns. What is the correct answer?

- A. Einstein is used to create and manage email campaigns.
- B. Einstein is used to create and manage email campaigns.
- C. Einstein is used to create and manage email campaigns.
- D. Einstein is used to create and manage email campaigns.

Answer: D (LEAVE A REPLY)

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Einstein Email Recommendations is a feature of Marketing Cloud Einstein that allows you to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns. It is a cloud-based platform that allows you to create and manage email campaigns.

NEW QUESTION: 50

Subscription is a type of Marketing Cloud Einstein that is used to create and manage email campaigns. What is the correct answer?

- A. Einstein is used to create and manage email campaigns.
- B. Einstein is used to create and manage email campaigns.
- C. Einstein is used to create and manage email campaigns.
- D. Einstein is used to create and manage email campaigns.

Answer: (SHOW ANSWER)

NEW QUESTION: 51

Marketing Cloud is a cloud-based marketing automation platform. It allows businesses to create and execute personalized marketing campaigns across multiple channels, including email, social media, and mobile. B2C and B2B businesses can use Marketing Cloud to engage their customers and drive sales.

QUESTION: 95 Northern Trail Outfitters is a B2C retailer. Einstein is a machine learning tool that can be used to analyze customer data and predict future behavior. Which of the following is a use case for Einstein?

- A. Predicting customer lifetime value.
- B. Identifying high-value customers.
- C. Segmenting customers based on location, age, and SMS preferences.
- D. Identifying customers who are likely to churn.

Answer: D (LEAVE A REPLY)

Einstein can be used to identify customers who are likely to churn. This allows businesses to take proactive measures to retain these customers. Einstein can also be used to identify high-value customers and predict customer lifetime value. However, segmenting customers based on location, age, and SMS preferences is not a use case for Einstein.

NEW QUESTION: 52

Northern Trail Outfitters is a B2C retailer. They want to create a personalized marketing campaign for their customers. Which of the following is a use case for Journey Builder?

Identifying high-value customers? 2

- A. Journey Builder
- B. Einstein
- C. Marketing Cloud
- D. Analytics Studio

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 53

NTO (Northern Trail Outfitters) is a B2C retailer. They want to create a personalized marketing campaign for their customers. Which of the following is a use case for Einstein?

- A. Predicting customer lifetime value.
- B. Identifying high-value customers.
- C. Segmenting customers based on location, age, and SMS preferences.

D. □□ □□□□ □□□ □□□ □□□□□ □□□□□.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 54

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- C. Marketing Cloud □□ □□
- D. Marketing Cloud □□ □□□ □□

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 55

Marketing Cloud □□□□ Email Studio□□ □□□ □ □□□ □□ □ □□ □□ □□□ □ □□ [PREVIEW]□ □□□□□ □□□ □□□.

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- D. AMPscript□ □□ □ □□□

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 56

Northern Trail Outfitters□ □□ □□□ □□□ □ □□□ □□□ Marketing Cloud □□□ □ □□□□ □□□. Data Designer□ □□□ □ □□□ □□□ □□ □□□ □□□□ □□□ □ □□ □□ □□□□□?

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Answer: D ([LEAVE A REPLY](#))

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NEW QUESTION: 57

NTO(Northern Trail Outfitters) is a company that uses SMS to reach its customers. NTO has a customer base of 3 million and has a 75% conversion rate.

Which of the following is a benefit of using SMS?

- A. NTO can reach its customers more quickly.
- B. NTO can reach its customers more easily.
- C. NTO can reach its customers more often.
- D. MobilePush is a better way to reach customers than Super Messages.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 58

Marketing Cloud uses various tools to help businesses reach their customers. Which of the following is a tool used by Marketing Cloud?

- A. Analytics Builder > Journey Builder > Journey Optimizer
- B. Journey Optimizer > Journey Builder > Journey Optimizer
- C. Journey Optimizer > Journey Builder > Journey Optimizer
- D. Analytics Builder > Journey Builder > Journey Optimizer

Answer: D (LEAVE A REPLY)

NEW QUESTION: 59

NTO(Northern Trail Outfitters) is a company that uses Marketing Cloud to reach its customers. NTO has a customer base of 3 million and has a 75% conversion rate.

Which of the following is a benefit of using Marketing Cloud?

- A. IP address
- B. IP address
- C. IP address
- D. IP address

Answer: (SHOW ANSWER)

IP

IP address is a unique identifier for each device. IP address is used to identify the device and to deliver content to the device. IP address is used to identify the device and to deliver content to the device. IP address is used to identify the device and to deliver content to the device.

NEW QUESTION: 60

Marketing Cloud uses various tools to help businesses reach their customers. Which of the following is a tool used by Marketing Cloud?

- IP address is a unique identifier for each device.

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- A. □□□ □□□ □□□□ Orders □□□ □□□ Customers □□□ □□□ □□□□□.
- B. □□□ □□□ □□□□ Orders □□□ □□□ Customers □□□ □□□ □□□□□.
- C. □□ ID□ □□□□ □□ □□□ □□□ □□□ □□□ □□□□□.
- D. □□□ □□□ □□□□ □□ □□□ □□□ □□□ □□□ □□□□□.

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 61

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- A. □□□ □□
- B. □□□ □□
- C. □□
- D. □□

Answer: A,C ([LEAVE A REPLY](#))

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<https://www.dumptop.com/Salesforce/Marketing-Cloud-Administrator-dump.html> (160

Q&As Dumps, **30%OFF Special Discount: KrDump**)

NEW QUESTION: 62

Send Logging□ □□ □□□ □□ □ □□□ □□□□□?

□□ 2□ □□

- A. □□ □□□ □□□ □□□ □□ □□□ □□ □□□□ □□□□□.
- B. AMP □□□□□ □□□□ □□□ □□□ □□□ □□□□ □□□□ □□□ □ □□□□.
- C. SQL □□ □□□ □□□ □□□ □□□ □□ □□ □□□□ □□□ □ □□□□.
- D. □□□□ □□ 3□□ □□ □□□ □□□ □ □□□□.

Answer: C,D (LEAVE A REPLY)

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NEW QUESTION: 63

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- A. □□□ □□
- B. □□
- C. □□ □□
- D. □□ □□

Answer: D (LEAVE A REPLY)

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Marketing Cloud SFTP □□□□□ □□□□□□□□ □□□□ □□□ □□ □□□□ □□□
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NEW QUESTION: 64

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- B. □□□ □□□ Salesforce ID□ □□□□ □□□□.
- C. □□□ □□□ □□ □□ □ □□□ □□□□ □□□□□.
- D. □□□ □□□ □□□ □□ □□□□ □□□□□.

Answer: A (LEAVE A REPLY)

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Connect Marketing Cloud Salesforce CRM .

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NEW QUESTION: 65

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. Marketing Cloud ?

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- A.
B.
C.
D.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 66

Marketing Cloud customer_import_ customer_import_%%Year%%%%Month%%%%Day%%.csv

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- A.
B. SFTP
C.
D. %%FILENAME_FROM_TRIGGER%%

Answer: D (LEAVE A REPLY)

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%%FILENAME_FROM_TRIGGER%%

NEW QUESTION: 67

Northern Trail Outfitters is a company that provides outdoor gear and equipment to customers. The company is looking for a new way to reach its customers and is considering using a contact builder tool.

Contact Builder is a tool that allows you to create and manage contact lists. It can be used to create contact lists based on various criteria, such as location, interests, and demographics.

- A. Contact Builder can be used to create contact lists based on location, interests, and demographics.
- B. Contact Builder can be used to create contact lists based on location, interests, and demographics.
- C. Contact Builder can be used to create contact lists based on location, interests, and demographics.
- D. Contact Builder can be used to create contact lists based on location, interests, and demographics.

Answer: [\(SHOW ANSWER\)](#)

Contact Builder is a tool that allows you to create and manage contact lists. It can be used to create contact lists based on various criteria, such as location, interests, and demographics. Contact Builder can be used to create contact lists based on location, interests, and demographics.

Contact Builder is a tool that allows you to create and manage contact lists. It can be used to create contact lists based on various criteria, such as location, interests, and demographics. Contact Builder can be used to create contact lists based on location, interests, and demographics.

NEW QUESTION: 68

Contact Builder is a tool that allows you to create and manage contact lists. It can be used to create contact lists based on various criteria, such as location, interests, and demographics. How many contact lists can you create with Contact Builder? 20

- A. 10
- B. 20
- C. 30
- D. 40

Answer: D [\(LEAVE A REPLY\)](#)

NEW QUESTION: 69

Contact Builder is a tool that allows you to create and manage contact lists. It can be used to create contact lists based on various criteria, such as location, interests, and demographics. Contact Builder can be used to create contact lists based on location, interests, and demographics.

Marketing Cloud is a platform that allows you to create and manage marketing campaigns. It can be used to create and manage email campaigns, social media campaigns, and other types of marketing campaigns.

- A. Automation Studio: 7 days of automation and 1000 contacts per automation.
- B. Email Studio: 1000 contacts per email and 1000 contacts per email.
- C. Automation Studio: 7 days of automation and 1000 contacts per automation.

D. Analytics Builder: □□□□□ "□□ □□ □□"□ □□□□ □□ □□□ □□□ □□□□ □.

Answer: D ([LEAVE A REPLY](#))

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NEW QUESTION: 70

Marketing Cloud □□□□ □□□□ □□□□ □□□□ □□□ □ □□ □□□ □□ □□□ □□□ □□□□ □□□□□ □□ □□ □□□□ □□□ □□ □□ □□□□□ □□□ □□ □□□.

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Answer: ([SHOW ANSWER](#))

NEW QUESTION: 71

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Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 72

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- B. □□□□□
- C. □□/□□□□
- D. □□□□

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 76

NTO(Northern Trail Outfitters) Marketing Cloud □□□□ □□□□ □□□ □□ □□□□ □□□□ □□□□ □□□□ □□□□.

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- A. NTO□□ Content Builder □ Portfolio □□□□ □□ SSL □□□ □□□ □□□□□□.
- B. □□□ □□□□□ □□□□ □□□ □□□ □ □□□□ □□□ □□□□ □□□□ □□ □□.
- C. □□□ □□□□ □□ □□□ □□□ □□□□□□ □□□.
- D. □□ □□□□ □□□ □□ □□□ □□□ □□□□ □□□□ □□□□.

Answer: B ([LEAVE A REPLY](#))

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Answer: B ([LEAVE A REPLY](#))

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NEW QUESTION: 80

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Answer: C,D ([LEAVE A REPLY](#))

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NEW QUESTION: 81

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- A. AMP□□□□
- B. SSJS
- C. SQL
- D. HTML

Answer: ([SHOW ANSWER](#))

- C. □□ □□□ □□ □□□□ □□□□□.
- D. □□□ □□□□□ □□ □□ □□□□ □□□□□□□□□.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 86

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- A. □□□
- B. SQL □□
- C. □□□ □□
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Answer: B ([LEAVE A REPLY](#))

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NEW QUESTION: 87

NTO(Northern Trail Outfitters) □ Journey Builder □ □□□□ □□□ □□ □□□□□□ □ □□ □□□□□ □□□□□ □□□□□□. □□□□ □□ □□□ □□□ □□ □□□ □□ □□□□ □□ □□□ □□□□□.

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- C. □□□ □□ □□□□.
- D. □□□ □□□□ □□□□□.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 88

Northern Trails Outfitters □ Doubleclick Bid Manager, Facebook □□ □ Google Analytics □ □□□□ □□ □□□ □□□□□. □□□ □□□ □□□ □□□ Marketing Cloud □ API □ □□□□ □□ □□□□ □□□□ □□□□□ □□□.

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- A. □□□□□
- B. Google Marketing Platform
- C. □□□□□ AI
- D. □□□□ □□□□

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 89

Marketing Cloud Connect□ □□□□ □□ □□□ □□□□ □□□□ Sales Cloud□
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- B. AppExchange □□□ □□□□ Marketing Cloud □□
- C. CRM □□□ □□□ □□□ □□□ □□□□□.
- D. □□□ □ Marketing Cloud □□□ □□ □□□ □□□□□ □□□□□.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 90

Northern Trail Outfitters□ □□□□ □□□ □□□□ □□□ □ □□□□ □□□ □□□ □
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- C. □□ □□□□ □□□□ □□□□ □□□ □□□ □□□□□□.
- D. □□□ □□□ □□□□□□ □□□□ □□□□ □□□□ □□□□□□.

Answer: D ([LEAVE A REPLY](#))

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NEW QUESTION: 91

Northern Trail Outfitters is a small business that uses Salesforce Marketing Cloud. The company is looking for a way to track the performance of its email campaigns. Which of the following is the best way to track the performance of its email campaigns?

- A. Use the Salesforce Marketing Cloud Reports tool.
- B. Use the Salesforce ID to track the performance of its email campaigns.
- C. Use the Salesforce Marketing Cloud Tracking tool.
- D. Use the Salesforce Marketing Cloud Analytics tool.

Answer: C ([LEAVE A REPLY](#))

Marketing-Cloud-Administrator is a certification exam. DumpTop is a website that provides practice questions for the Marketing-Cloud-Administrator exam. DumpTop Marketing-Cloud-Administrator exam questions are available for free. DumpTop Marketing-Cloud-Administrator exam questions are available for free. DumpTop Marketing-Cloud-Administrator exam questions are available for free.

<https://www.dumptop.com/Salesforce/Marketing-Cloud-Administrator-dump.html> (160

Q&As Dumps, **30%OFF** Special Discount: **KrDump**)

NEW QUESTION: 92

A company is using Salesforce Marketing Cloud to send email campaigns. The company wants to track the performance of its email campaigns. Which of the following is the best way to track the performance of its email campaigns?

- A. Use the Salesforce Marketing Cloud Reports tool.
- B. Use the Salesforce ID to track the performance of its email campaigns.
- C. Use the Salesforce Marketing Cloud Tracking tool.
- D. Use the Salesforce Marketing Cloud Analytics tool.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 93

A company is using Salesforce Marketing Cloud to send email campaigns. The company wants to track the performance of its email campaigns. Which of the following is the best way to track the performance of its email campaigns?

1. Use the Salesforce Marketing Cloud Reports tool.

2. Use the Salesforce ID to track the performance of its email campaigns.

3. Use the Salesforce Marketing Cloud Tracking tool.

4. Use the Salesforce Marketing Cloud Analytics tool.

- A. Use the Salesforce Marketing Cloud Reports tool.
- B. Use the Salesforce ID to track the performance of its email campaigns.
- C. Use the Salesforce Marketing Cloud Tracking tool.
- D. Use the Salesforce Marketing Cloud Analytics tool.

Answer: A ([SHOW ANSWER](#))

- B. □□□ □□ □□□□□ □□□□ □□□□ □□ Smart Capture□ □□ □□□□□□ □.
- C. □□ □□ □□□ □□□ □□□ □□□ □□□□.
- D. □□ □□□ □□□ □□□ □□□ □□□□□.

Answer: (SHOW ANSWER)

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NEW QUESTION: 94

NTO(Northern Trail Outfitters)□□ □□□ □□ □□ □□ □□□ IP □□ □□□□ □□□ □□□□ □□ □□□□ □□□□ □□□□ □□□ □□ □□□□.

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- C. □□□ □□ □□ □□ □□□ □□□□□.
- D. □□ □□□□ □□□□□.

Answer: A,D (LEAVE A REPLY)

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NEW QUESTION: 95

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- B. □□
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- D. □□ □□

Answer: (SHOW ANSWER)

NEW QUESTION: 96

NTO(Northern Trail Outfitters) is a small business that uses Marketing Cloud to manage its email campaigns. NTO has a list of 1000 email addresses and wants to send a campaign to all of them. What is the best way to do this?

2000

- A. Import the list into Marketing Cloud and send the campaign.
- B. Use the Marketing Cloud API to send the campaign.
- C. Use the Marketing Cloud API to import the list and then send the campaign.
- D. NTO should use a third-party email service provider.

Answer: (SHOW ANSWER)

NEW QUESTION: 97

A company wants to use Marketing Cloud to send a campaign to a list of 1000 email addresses. What is the best way to do this?

Marketing Cloud can be used to send a campaign to a list of 1000 email addresses.

2000

- A. Import the list into Marketing Cloud and send the campaign.
- B. Use the Marketing Cloud API to send the campaign.
- C. Use the Marketing Cloud API to import the list and then send the campaign.
- D. NTO should use a third-party email service provider.

Answer: B,D (LEAVE A REPLY)

2000

Cloud Pages, Content Builder, and Marketing Cloud can be used to send a campaign to a list of 1000 email addresses. Content Builder can be used to create the content for the campaign. Cloud Pages can be used to create the landing page for the campaign. Marketing Cloud can be used to send the campaign.

NEW QUESTION: 98

Marketing Cloud Enterprise can be used to send a campaign to a list of 1000 email addresses. What is the best way to do this?

Marketing Cloud Enterprise can be used to send a campaign to a list of 1000 email addresses.

- A. Import the list into Marketing Cloud and send the campaign.
- B. Use the Marketing Cloud API to send the campaign.
- C. Use the Marketing Cloud API to import the list and then send the campaign.
- D. NTO should use a third-party email service provider.
- E. NTO should use a third-party email service provider.

Answer: (SHOW ANSWER)

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NEW QUESTION: 99

Marketing Cloud □□□□ Email Studio□□ □□□ □ □□□□ □□ □□ □□ □□ □□ □□ □□ [PREVIEW]□ □□□□□ □□□□ □□□.

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- B. □□ □ □□ □□□ [□□□□]□ □□□□□.
- C. □□ □□□ □□□ □□□□□.
- D. AMP □□□□□ □□□ □□□

Answer: D (LEAVE A REPLY)

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IF _IsTestSend == true □□□
SET @subject = "[□□□□]" + @subject
ENDIF
]%%
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NEW QUESTION: 100

Marketing Cloud □□□□ □ □□ □□□ □□ CAN-SPAM□ □□ □□□ □□□ □□□ □□□□?

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- B. □□□□ □□ □□ □ □□ □□ □□
- C. □□ □□ □ □□ □□□□ □□
- D. □□ □□ □ □□ □□ □□

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 103

Northern Trail Outfitters□ □□□ □□□ □□□□ □□ □□□□ □□ □□□□ □□ □□ □□□ □□□□□□ □□□.

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- B. CloudPage□ □□□ □□□ □□□□□.
- C. □□ □□□ □□
- D. □□□ □□ □□□ □□

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 104

Marketing Cloud □□□□□ Marketing Cloud SFTP □□□□□ □□□□□□□□ □□□ □□□□.

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- B. □□ □□
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Answer: C [\(LEAVE A REPLY\)](#)

NEW QUESTION: 105

NTO(Northern Trail Outfitters)□□ □□□ □□ □□ □□ □□□ IP □□ □□□□ □□□ □□□□ □□ □□□□ □□□□ □□□ □□ □□□ □□□□.

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Answer: B,C [\(LEAVE A REPLY\)](#)

NEW QUESTION: 106

Which two Marketing Cloud connectors can be used to connect to a third-party system?
A. SFTP
B. Journey Builder
C. Marketing Cloud Connect
D. Mobile Connect

2020

A. SFTP

B. SFTP

C. Journey Builder

D. Marketing Cloud Connect

Answer: B,D (LEAVE A REPLY)

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<https://www.dumptop.com/Salesforce/Marketing-Cloud-Administrator-dump.html> (160

Q&As Dumps, **30%OFF Special Discount: KrDump**)

NEW QUESTION: 107

Marketing Cloud □□□□ □□□□ □□□ □□□ □□ □□ □□□ □□□ □□□ □□□
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Answer: B (LEAVE A REPLY)

NEW QUESTION: 108

Send Logging □ □□ □□□ □□ □ □□□ □□□□□?

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Answer: (SHOW ANSWER)

NEW QUESTION: 109

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- B. □□□□□ Marketing Cloud Connect □□□□ □ □□□ □□□□□ □□□.
- C. □□□□□ Sales Cloud □ □□□ □□□□□ □□□ □□ □□□ □□□□□ □□□.
- D. □ Sales Cloud □□□□ □□ □□□ □□□□ □□□ □□□ □□□□ □□□ □□□ □□□.

Answer: A,C (LEAVE A REPLY)

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NEW QUESTION: 110

Marketing Cloud Marketing Cloud API
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- A. ' ' .
- B. ' API .
- C. ' .
- D. ' .

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 111

Marketing Cloud ?

- A. .
- B. .
- C. .
- D. .

Answer: D ([LEAVE A REPLY](#))

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NEW QUESTION: 112

Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

- * Number of Sends
- * Delivery Rate
- * Overall Bounce Rate
- * Block Bounce Rate
- * Open Rate
- * Click Rate
- * Complaint Rate
- * Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A. Email Performance Over Time Report
- B. Email Send Report
- C. Campaign Email Tracking Report
- D. Account Send Summary Report

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 113

Northern Trail Outfitters is evaluating Sales Cloud and Marketing Cloud. Northern Trail Outfitters is currently using Salesforce Sales Cloud and Marketing Cloud. Northern Trail Outfitters is considering the following options:

- A. Implement Sales Cloud and Marketing Cloud.
- B. Implement Sales Cloud and Marketing Cloud Connect.
- C. Implement Sales Cloud and Marketing Cloud.
- D. Implement Sales Cloud and Marketing Cloud.

Answer: C (LEAVE A REPLY)

Answer: C

Northern Trail Outfitters is evaluating Sales Cloud and Marketing Cloud. Northern Trail Outfitters is currently using Salesforce Sales Cloud and Marketing Cloud. Northern Trail Outfitters is considering the following options:

* Northern Trail Outfitters is currently using Salesforce Sales Cloud and Marketing Cloud. Northern Trail Outfitters is considering the following options:

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* Northern Trail Outfitters is currently using Salesforce Sales Cloud and Marketing Cloud. Northern Trail Outfitters is considering the following options:

NEW QUESTION: 114

Northern Trail Outfitters is evaluating Sales Cloud and Marketing Cloud. Northern Trail Outfitters is currently using Salesforce Sales Cloud and Marketing Cloud. Northern Trail Outfitters is considering the following options:

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- D. Contact Builder□□ □□□ □□□ □□□□□.

Answer: D ([LEAVE A REPLY](#))

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NEW QUESTION: 115

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Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 116

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- B. Automation Studio □□ □□
- C. Automation Studio □□ □□
- D. Discover □□ □□□ □□ □□ □□□

Answer: B ([LEAVE A REPLY](#))

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NEW QUESTION: 117

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- B. TriggeredSendDataExtension □□□ □□ □□□□ □□□□□□□.
- C. □□ □□□ SubscriberKey□ □□□ □□□ □□□□ □□□□□.
- D. □□□ □□□ □□□□ □□□ □□ □□□ □□□□.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 118

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- A. □□□ SFTP □□
- B. □□□ □□ □□
- C. Journey Builder □□
- D. □□□ □□ □□□

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 119

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Answer: A,B,C ([LEAVE A REPLY](#))

NEW QUESTION: 120

Northern Trail Outfitters(NTO) Discover

NTO? 2

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- A.
- B.
- C.
- D.

Answer: (SHOW ANSWER)

NEW QUESTION: 121

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

Answer: A (LEAVE A REPLY)

Explanation

To comply with CAN-SPAM regulations for each commercial send, the admin should ensure that their emails contain a preference center link and a physical mailing address1. A preference center link is a link that allows subscribers to manage their subscription preferences and opt out of receiving future emails from NTO. A physical mailing address is an address that identifies NTO's location and contact information. These elements are required by CAN-SPAM for any email that promotes a commercial product or service1. The other options are incorrect because:

- * CAN-SPAM requires that every commercial email include a physical mailing address and a preference center link. CAN-SPAM does not require a business name or a link to the business website.
- * CAN-SPAM requires that every commercial email include a preference center link and a physical mailing address. CAN-SPAM does not require a business name or a link to the business website.
- * CAN-SPAM requires that every commercial email include a preference center link and a physical mailing address. CAN-SPAM does not require a business name or a link to the business website.

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NEW QUESTION: 124

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Answer: B,C,D (LEAVE A REPLY)

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NEW QUESTION: 125

Northern Trail Outfitters is a large outdoor retailer with a presence in the United States, Canada, and Mexico. The company is currently using a legacy CRM system and is looking for a new solution. The new solution must be able to handle the company's data and provide a unified view of the customer. The solution must also be able to integrate with the company's other systems, including its ERP and marketing automation tools.

Which of the following CRM solutions is the most suitable for Northern Trail Outfitters?

A. Salesforce CRM. Salesforce CRM is a cloud-based CRM solution that provides a unified view of the customer and integrates with a wide range of other systems, including ERP and marketing automation tools.

B. Microsoft Dynamics CRM. Microsoft Dynamics CRM is a cloud-based CRM solution that provides a unified view of the customer and integrates with a wide range of other systems, including ERP and marketing automation tools.

C. Oracle CRM. Oracle CRM is a cloud-based CRM solution that provides a unified view of the customer and integrates with a wide range of other systems, including ERP and marketing automation tools.

D. SAP CRM. SAP CRM is a cloud-based CRM solution that provides a unified view of the customer and integrates with a wide range of other systems, including ERP and marketing automation tools.

Answer: C (LEAVE A REPLY)

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Marketing Cloud is a cloud-based marketing automation solution that provides a unified view of the customer and integrates with a wide range of other systems, including CRM and ERP.

Marketing Cloud is a cloud-based marketing automation solution that provides a unified view of the customer and integrates with a wide range of other systems, including CRM and ERP. Marketing Cloud is the most suitable solution for Northern Trail Outfitters because it provides a unified view of the customer and integrates with a wide range of other systems, including CRM and ERP.

NEW QUESTION: 126

NTO(Northern Trail Outfitters) is a large outdoor retailer with a presence in the United States, Canada, and Mexico. The company is currently using a legacy CRM system and is looking for a new solution. The new solution must be able to handle the company's data and provide a unified view of the customer. The solution must also be able to integrate with the company's other systems, including its ERP and marketing automation tools.

Which of the following CRM solutions is the most suitable for Northern Trail Outfitters?

A. Salesforce CRM

B. Microsoft Dynamics CRM

C. Oracle CRM

D. SAP CRM

Answer: D (LEAVE A REPLY)

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NTO is a large outdoor retailer with a presence in the United States, Canada, and Mexico. The company is currently using a legacy CRM system and is looking for a new solution. The new solution must be able to handle the company's data and provide a unified view of the customer. The solution must also be able to integrate with the company's other systems, including its ERP and marketing automation tools. Join NTO's CRM solution. NTO is a large outdoor retailer with a presence in the United States, Canada, and Mexico. The company is currently using a legacy CRM system and is looking for a new solution. The new solution must be able to handle the company's data and provide a unified view of the customer. The solution must also be able to integrate with the company's other systems, including its ERP and marketing automation tools.

NEW QUESTION: 127

