Exam Code: Marketing Cloud Administrator CRT-250
Exam Name: Salesforce Certified Marketing Cloud Administrator
Website: https://VCEup.com/
Team-Support: https://VCEplus.io/

QUESTION 1
A Marketing Cloud Administrator noticed a File Drop Automation has been falling 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 what should the admin do to fix the issue?

A. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity

B. Make sure the team has a date stamp to avoid duplication

C. Make sure the files placed on the correct subfolder within the SFTP

D. Use the exact file name used for the trigger in the Import File Activity

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 2
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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 3
An email manager was anticipating a test email to arrive in their inbox.
Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

A. My Tracking > Test Send Emails

B. My Reports > Administrator Reports > Email Send Report

C. My Reports > Administrator Reports > Email Sends By User

D. My Tracking > A/B Testing

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 4
A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement.
What consideration should be given to the preference profile centers for this integration?

A. Branding for each business units' profile centers will be inherited from the default business unit setup.

B. Profile/Preference centers are automatically created for each business unit connected through Multi-org

C. Multi org does not support the standard profile preference center for the business units.

D. Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 5
(NTO) wants to use complex criteria to identify subscribers for a special promotional email.
Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.
What should NTO do to create this audience?

A. Measures
B. SQL Queries
C. Data Filters
D. Journey

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 6
A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.
What should the admin do to ensure only specific Contacts are synced?

A. Filter records on a formula field
B. Filter existing records in All Subscribers
C. Filter records created after a specified date
D. Filter records on a Boolean field

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 7
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.

Correct Answer: ACE
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 8

Northern Trail Outfitters has noticed an issue with their sends today.
Which two links in Setup Home could be used to troubleshoot the issue?! Choose 2 answers

A. Create Support Case
B. Failed Sends
C. Help and Training
D. System Status

Correct Answer: CD
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 9
Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.
What consideration could account for this behavior?

A. Data retention settings were incorrect in the data extension.
B. The email address in All Subscribers is prioritized.
C. Contact Builder was not configured properly.
D. The data extension was not configured as sendable.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

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

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 11
Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts Which two considerations would help NTO determine if a Dedicated IP is the right choice?
Choose 2 answers

A. All of NTO's accounts should be on the same stack
B. Send volume is large enough to maintain a positive or neutral reputation
C. Length of time needed to pause sending is greater than one month
D. Pre-warmed IP address can be purchased from Salesforce

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 12
What does Marketing Cloud authenticate when a user logs in through the user interface?

A. If the user is assigned a role in the parent business unit
B. If the user is logging in from a whitelisted IP address
C. If the user is an API User on their record
D. If the user has login hours enabled on their profile

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 13
Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud.
What should the Marketing Cloud admin consider when sending from the new IP Address?

A. The IP address is on reserve, is already in use, and has an email sending history.
B. Building desirable sending history and data will be variable based on list size and engagement.
C. Sending in large volumes will alert ISPs the new IP Address is now in use.
D. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 14
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?
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
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 15
Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory How should this setup be achieved?

A. Child business unit SFTP user should be created

B. Copy the parent SFTP user into each child business unit

C. Each business unit should have multiple SFTP users

D. All child business units should have an individual SFTP user

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 16
A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses Where could the details be found?

A. Run a Bounce Email Report

B. Query the Bounce Data View

C. Query the Send Log

D. Run an Account Send Summary Report

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 17
Northern Trail Outfitters (NTO) has the Discover Reporting Tool.
Which two report types could help NTO drive their mobile adoption strategy?
Choose 2 answers

A. Email Performance by Device

B. Time Between Send and Engagement

C. Deliverability Complaint Rate

D. Email Sending Performance Report

Correct Answer: AD
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 18
A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key.
Which import type could the admin use instead?

A. Add Only

B. Overwrite

C. Add and Update

D. Update Only

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 19
A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

A. Tokenized Sending
B. Transparent Data Encryption
C. Key Management
D. Field level Encryption

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 20
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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 21
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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 22
Northern Trail Outfitters wants to set up their Send Log data extension Which three considerations should be made for long term success?
Choose 3 answers

A. Apply an appropriately-scoped Data Retention period
B. Add custom fields not included in the Send Log Template
C. Log attribute data necessary for auditing communications
D. Log all variable data captured in emails at send time
E. Set the period to a fixed date in the Data Retention Policy

Correct Answer: ABC

Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 23
A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular end. The admin of Marketing Cloud Connect is functioning properly.
What should the admin confirm about the data extension?

A. The wind relationship links SubscriberKey to Subscribers on Email Address
B. The data extension is located in the Synchronized Data Extensions folder.
C. The data extension is located in the Salesforce Data Extensions folder.
D. The triggeredSendDataExtension data extension template was used.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 24
A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute.
How would the admin ensure a notification is received when the query fails?

A. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings
B. Install the Marketing Cloud App on phone to receive Push Messages
C. Add their Email Address in the Query Activity Notifications Field
D. Configure the "Event Notification Service" in Setup with their Email Address

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 25
Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access How should the Marketing Cloud admin ensure users have access?

A. Choose Public App Integration during the installation
B. Install App-appropriate business units for expanded access
C. License all appropriate users within the installed package
D. Configure the API Integration to allow all users access

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 26
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
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 27
Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.
Which feature should they use?

A. Tokenized Sending
B. Field Level Encryption
C. Lookup reference to Contact Object
D. Master-detail relationship to Contacts

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 28
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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 29
A user asks a Marketing Cloud admin to update and increase their session timeout setting. Which three considerations should the admin review before making this update?
Choose 3 answers

A. Frustration of users upon timeouts
B. Best practice suggests a 20-minute timeout setting
C. Security risk of unauthorized users for longer timeout settings
D. Change impacts all users
E. Typical length of time users spend in Marketing Cloud

Correct Answer: BCD
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 30

NTO wants to copy journeys across business units.
What could be used to replicate journey structure so it can be easily recreated in another account?

A. Journey Templates
B. Deployment Manager
C. Journey Extracts
D. Copy activities

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 31
While setting up Marketing Cloud Connect, a Marketing Cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:
- Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud user.
Contact your system administrator
The admin notices the Marketing Cloud for AppExchange Admin option is selected when looking at the user settings What action should correct the issue?

A. Apply the Marketing Cloud for AppExchange User option as well
B. Reset al passwords to force new tokens
C. Apply the appropriate user mappings in the CRM configuration
D. Apply the administrator and Marketing Cloud Administrator permission sets to user

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 32
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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 33
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
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 34
An email marketing manager is planning to send a promotional email to one million subscribers.
Which data structure should be used?

A. Data Extension
B. Publication List
C. Group
D. List

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 35
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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation: