Marketing Cloud Administrator

Training Program

The Salesforce Certified Marketing Cloud Administrator should have knowledge of the features available to end users and the configuration options available in Marketing Cloud. Candidates should be able to maintain the Marketing Cloud platform, respond to common business requirements, and perform administrative functions within Marketing Cloud. Additionally, candidates should have three to six months experience administering a Marketing Cloud instance and prior experience with digital marketing.

The Salesforce Certified Marketing Cloud Administrator candidate should be able to demonstrate their knowledge, skills, and experience in the following areas:

- Knowledge of governance and compliance with reference to digital marketing
- Identify security best practices for data management, users, and permissions
- Implementation of account configuration including business unit structure, permissions, and security
- Management of subscriber data
- Evaluate data quality
- Configure Marketing Cloud products (builders, studios)
- Troubleshoot account configuration and user request
- Account (Super Messages, Users, Activities) monitoring (auditing, reporting, notifications)
- Knowledge of Marketing Cloud extension products and features (Datorama, Interaction Studio, Audience Builder, etc.)
- Knowledge of Marketing Cloud integration offerings (FTP, API, MC Connect)

A candidate for this exam is not expected to know programmatic languages or SQL/Developer tasks.

About the Exam

- 60 multiple-choice/multiple-select questions
- Time allotted to complete the exam: 105 minutes
- Passing score: 67%
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment.

References: No hard-copy or online materials may be referenced during the exam.