

Q1) 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.

- ☒ ☐ Change impacts all users
- ☒ ☐ Security risk of unauthorized users for longer timeout settings
- ☒ ☐ Best practice suggests a 20-minute timeout setting
- ☐ ☐ Typical length of time users spend in Marketing Cloud

Q2) Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud. Which feature should they use?

- ☐ ☐ Lookup reference to Contact Object
- ☐ ☐ Field Level Encryption
- ☒ ☐ Tokenized Sending
- ☐ ☐ Master-detail relationship to Contacts

Q3) 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?

- ☒ ☐ The data extension is marked as Sendable
- ☐ ☐ The data extension is linked using the Contact Key
- ☐ ☐ The Data extension is marked as Sendable and Testable
- ☐ ☐ The data extension contains a Salesforce ID

Q4) A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future. Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- ☒ ☐ Normalize data and fields to prevent redundancy.
- ☒ ☐ Identify and assign appropriate keys to tie records together.
- ☐ ☐ Ensure every data source has a sendable field.
- ☒ ☐ Remove nonessential data for marketing purposes.

Q5) 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

- ☒ ☐ Log attribute data necessary for auditing communications
- ☒ ☐ Apply an appropriately-scoped Data Retention period
- ☐ ☐ Set the period to a fixed date in the Data Retention Policy
- ☒ ☐ Add custom fields not included in the Send Log Template

Q6) A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization. What functionality would get messages out the door faster?

- ☒ ☐ Burst Sending
- ☐ ☐ Marketing Cloud Connect
- ☐ ☐ Send Throttling
- ☐ ☐ Journey Builder Triggered Sends

Q7) 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 Co.

- ☒ ☐ Contact Builder > Data Sources
- ☐ ☐ Contact Builder > Data Extensions > Synchronized Data Extensions
- ☐ ☐ Setup >Data Management > Synchronized Data Extensions
- ☐ ☐ Setup > Apps > Salesforce Integration

Q8) A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts. Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

- ☒ ☐ Bitly URL Shortener
- ☒ ☐ Login detail for each social media account
- ☐ ☐ Google URL shortner
- ☐ ☐ Facebook ad manager

Q9) What does Marketing Cloud authenticate when a user logs in through the user interface?

- ☐ ☐ If the user is assigned a role in the parent business unit
- ☒ ☐ If the user is logging in from a whitelisted IP address
- ☐ ☐ If the user has login hours enabled on their profile
- ☐ ☐ If the user is an API User on their record

Q10) 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?

- ☐ ☐ Field Level Encryption
- ☐ ☐ Advanced Audit Trail
- ☒ ☐ IP Whitelisting
- ☐ ☐ Single Sign on Authentication