

Q1) Which application serves as your real-time, direct line to understanding customer data?

- BrandBuilder
- Content Box
- ☒ Audience Builder
- Application Switcher

Q2) A Marketing Cloud administrator is asked by the Legal Team to automatically process certain keywords (such as "Unsubscribe") when received as a reply to an email send, and to remove the Out of Office replies to help the team better interact with customer responses. Which functionality should they use?

- Tracking extracts.
- Preference management center.
- ☒ Reply mail management.
- Sql query in automation studio.

Q3) A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:
- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the Orders and includes the unique identifier of the customer
In which two ways should the admin configure Data Designer to allow this data to be used within a Journey?

Choose 2 answers

- Link the Customers data extension to the data model using Email Address
- ☒ Link the Customers data extension to the data model using Customer ID
- Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- ☒ Link the Orders data extension to the Customers data extension using a One-to-Many relationship

Q4) What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?

- Business name and physical mailing address
- Business name and a link to the business website
- Preference Center link and a link to the business website
- ☒ Preference Center link and physical mailing address

Q5) Setup Assistant provides information and resources for configuring a new Marketing Cloud account. Which two topics does Setup Assistant cover? Choose 2 answers

- ☒ Setting up the Data Structure
- ☒ Managing the Enhanced SFTP
- Enabling Mobile Connect
- Configuring Journey Builder

Q6) Which three considerations should be made when setting up Distributed Marketing? Choose 3 answers

- ☒ Messages can be sent to Contacts, Leads, and Person Accounts.
- Business users can select any email at time of send.
- ☒ The DM administrator Profile is required to access Distributed Marketing.
- ☒ Default options can be set up for the greeting in the email.

Q7) NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable Information (PII) within their links. Which three values could be used as personalization strings in query string parameters? Choose 3 answers.

- ☒ Subscriber ID
- ☒ Product Code
- ☒ Application ID
- Email Address

Q8) Which three statements should be considered before using Goals in Journey Builder? Choose 3 answers

- ☒ Goals can act as exit criteria.
- Goal target statistics are stored in a data extension.
- ☒ Goals are created to evaluate journey performance.
- ☒ Contacts are evaluated against the goal after a wait activity.

Q9) An email marketing manager is planning to send a promotional email to one million subscribers. Which data structure should be used?

- List
- ☒ Data Extension
- Publication List
- Group

Q10) 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.

- Contact-specific data at the job level
- ☒ Contact data in non-sendable data extensions
- Explanation-Link - https://help.salesforce.com/articleView?id=mc_es_tracking_overview.htm&type=5
- ☒ General tracking data at the job level
- Explanation-Link - https://help.salesforce.com/articleView?id=mc_es_tracking_overview.htm&type=5
- Contact data in sendable data extensions

Q11) Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud. Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data? Choose 2 answers

- Number
- ☒ Decimal
- ☒ Text
- Boolean

Q12) Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate 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.

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

Q13) A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units. When should the admin create separate business units for each of NTO's brands?

- A new sender profile needs to be leveraged for sending transactional emails
- NTO requires SSL certificate configurations for Content Builder and Portfolio images
- Multiple brand logos must be accommodated in an email header
- ☒ Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns

Q14) 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?

- Transparent Data Encryption
- Key Management
- Field level Encryption
- ☒ Tokenized Sending

Q15) Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters. How could the Marketing Cloud admin address this issue?

- ☒ Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter
- Ask employees to use personal email addresses instead of corporate email addresses
- Import employee email addresses into All Subscribers with an "Active status
- Ensure employees have opted in to the test email list or data extension

Q16) 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?

- My Reports> Administrator Reports > Email Sends By User
- Explanation-Link - https://help.salesforce.com/articleView?id=mc_re_email_studio_reports.htm&type=5
- ☒ My Tracking > Test Send Emails
- My Tracking > A/B Testing

Q17) NTO has been noting reduced deliverability when they do large sends. Which part of deliverability is tied to hitting Spam Traps during a send?

- Content
- ☒ List Hygiene
- Engagement
- Authentication

Q18) Northern Trail Outfitters (NTO) only has enough licenses for their staff. A campaign manager is out on parental leave. How should NTO create a new user to fill in?

- ☒ Disable the campaign manager's user and create a new user
- Delete the campaign manager's user and create a new user
- Deactivate the campaign manager's permissions to a new user
- Deactivate the campaign manager's license and assign it to the new user

Q19) 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.

- users receive Marketing Cloud password reset emails from help@email.nto.com
- The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors
- ☒ Upon receiving an email, all tracked links start with click.email.nto.com
- ☒ Cloudpages personalized URLs are served from cloud.email.nto.com

Q20) A Marketing Cloud admin wants to configure a new keyword for an upcoming SMS campaign. After entering the desired keyword CELEBRATION, the admin notices the keyword is unavailable. What issue could the admin be facing?

- Keyword has too many characters
- ☒ Keyword is used within another business unit
- Keyword is a reserved word
- Keyword fails to meet content standards

Q21) Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year. Where would the admin retrieve this information?

- ☒ Analytics Builder > Reports > Email Send Report
- Email Studio > Email > Tracking > Sends
- Contact Builder > All Contacts > Email
- Studio > Email > Subscribers > All Subscribers

Q22) 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?

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

Q23) Security and legal teams determine subscriber data available to EMEA teams should NOT be available to AMER teams. How could the Marketing Cloud admin ensure distinct data integrity across the regions?

- Deploy separate Publication Lists for each region within one account
- ☒ Separate regions into business units and apply Subscriber Filters
- Deploy Multi-Org with a single Marketing Cloud Account
- Filter data view permissions at the subscriber level

Q24) 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?

- External Key within the Import File Activity
- RuntimeError within the File Drop Automation
- Run Completion within the File Drop Automation
- ☒ Notification Settings within the Import File Activity

Q25) Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file. What would the decrypted data be after the File Transfer Activity completes?

- Target Data Extension
- Selected SFTP folder
- ☒ Safehouse
- Original SFTP folder

Q26) What is Setup Assistant?

- Support service allowing the outsourcing of repetitive admin tasks
- A dashboard containing key metrics for the business unit
- A search within Help and Training limited to configuration documents
- ☒ A prioritized account configuration checklist

Q27) 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?

- ☒ Remove the Marketing Cloud Viewer Role
- Edit permissions and Grant permissions to Send
- Add the Role Marketing Cloud Channel Manager
- Edit permissions and deselect Deny for Email Sending!

Q28) Which three options determine when a contact could enter a journey? Choose 3 answers.

- ☒ Re-entry at any time
- Re-entry by date
- ☒ No re-entry
- ☒ Re-entry only after exiting

Q29) 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?

- Add and Update
- ☒ Overwrite
- Update Only
- Add Only

Q30) Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible. Which Marketing Cloud product should NTO purchase as a solution?

- Email Rachments
- ☒ Distributed Sending
- Content Syndication
- Analytics Builder

Q31) 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?

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

Q32) 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?

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

Q33) A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses. Where could the details be found?

- Run a Bounce Email Report
- ☒ Query the Bounce Data View
- Run an Account Send Summary Report
- Query the Send Log

Q34) Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com). Which steps should be taken to implement this? Choose 2 answers

- ☒ Add a Domain to the Export Email Whitelist
- Edit the entity Verification Settings
- ☒ Enforce Export Email Whitelist
- Enable IP Whitelisting

Q35) Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscriber however, subscribers receive the same follow-up email two weeks later. To improve the initial welcome of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content. Which activity would allow NTO to build the journey with the fewest activities possible?

- Einstein STO
- Wait Until Date
- ☒ Engagement Split
- Join

Q36) 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?

- Journey Extracts
- Copy activities
- Journey Templates
- ☒ Deployment Manager

Q37) 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

Q38) 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

Q39) 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

Q40) 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 model? Choose 3 answers.

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

Q41) 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

Q42) 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

Q43) 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

Q44) 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

Q45) 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

Q46) 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

Q47) 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?

- Each business unit should have multiple SFTP users
- child business unit SFTP user should be created
- ☒ All child business units should have an individual SFTP user
- Copy the parent SFTP user into each child business unit

Q48) 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?

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

Q49) 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

- Failed Sends
- ☒ Help and Training
- ☒ System Status
- Create Support Case

Q50) 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.

- Email Conversion Code
- ☒ Collect Code
- ☒ Recommendation Code
- Conversion/Cart Code

Q51) 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?

- The TriggeredSendDataExtension data extension template was used.
- The data extension is located in the Synchronized Data Extensions folder.
- The wind relationship links Subscriber Key to Subscribers on Email Address
- ☒ The data extension is located in the Salesforce Data Extensions folder.

Q52) A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails. What functionality would allow this?

- ☒ Web Analytics Connector
- Web and Mobile Analytics
- Advertising Studio
- Personalization Builder

Q53) 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?

- ☒ Use %FILENAME_FROM_TRIGGER%% in the Import File Activity.
- Use the exact file name used for the trigger in the Import File Activity.
- Make sure the team has a date stamp to avoid duplication.
- Make sure the files placed on the correct sub-folder within the SFTP.

Q54) 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?

- ☒ Apply the administrator and Marketing Cloud Administrator permission sets to user
- Apply the appropriate user mappings in the CRM configuration
- Reset all passwords to force new tokens
- Apply the Marketing Cloud for AppExchange User option as well

Q55) Northern Trail Outfitters (NTO) wants a business analyst to import contact lists. The analyst has the follow Cloud Channel Manager and Marketing Cloud Viewer. The Analyst logged in but is unable to import contacts. How should NTO update the user to allow the analyst the appropriate access?

- Add Distributed Sending User
- Add Marketing Cloud Security Administrator
- ☒ Remove Marketing Cloud Viewer
- Remove Marketing Cloud Channel Manager

Q56) 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?

- Profile/Preference centers are automatically created for each business unit connected through Multi-org
- ☒ Multi org does not support the standard profile preference center for the business units.
- Branding for each business units' profile centers will be inherited from the default business unit setup.
- Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

Q57) Where would a Marketing Cloud admin view all verified email addresses?

- Reply Mail Management
- Identity Verification Log
- Sender Profiles
- ☒ From Address Management

Q58) A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio. Which solution should the admin suggest?

- AMPscript for Marketing Cloud
- Google Analytics 360
- Marketing Cloud Connect
- ☒ Web Analytics Connector

Q59) 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?

- Filter existing records in All Subscribers
- Filter records on a formula field
- ☒ Filter records on a Boolean field
- Filter records created after a specified date

Q60) Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date. Where should the Marketing Cloud admin begin troubleshooting?

- ☒ Contact Builder > Data Sources
- Email Studio > Synchronized Data Extensions
- Contact Builder > Synchronized Data Extensions
- Automation Studio > File Transfers

Q61) Northern Trail Outfitters (NTO) has the Discover Reporting Tool. Which two report types could help NTO drive their mobile adoption strategy? Choose 2 answers.

- ☒ Email Sending Performance Report
- Deliverability Complaint Rate
- ☒ Email Performance by Device
- Time Between Send and Engagement