

Q1) Marketing Cloud Connect requires a relationship between a single Marketing Cloud account and only one Salesforce org.

☒  Incorrect

☐ Correct

Q2) It is recommended that you use a dedicated system user as the Salesforce System User, which does consume a user license.

☐ Incorrect

☒  Correct

Q3) The Marketing Cloud Connect API user is typically a shared user.

☒  Incorrect


☐ Correct

Q4) If a Sales or Service Cloud org is connected to a Marketing Cloud Enterprise 2.0 account, the Marketing Cloud Connect API user's Business Unit access in the Marketing Cloud determines which Business Units are available for use within the Sales or Service Cloud.


☐ Incorrect


☒  Correct

Q5) Which statements are true about Marketing Cloud and Marketing Cloud Connect when using Non-Scope by User configuration? (choose 3)

☒  Within the Marketing Cloud, returned subscribers are not limited to what is visible to the user initiating the send.

☐ Within the Marketing Cloud, report or campaign lists are limited to only what is visible to the user initiating the send.

☒  Password policies are not in effect, making this configuration easy to maintain because passwords do not expire.

☒  An administrator can set up a user without entering a password.

☐ Users are always prevented from sending to report or campaign members who are not visible to them without notice.

Q6)


With non-scope by user accounts, imports return results based on the Salesforce system user's data access. With scope by user accounts, all automated import activities are executed as the Marketing Cloud API user, and the number of records reflect the Salesforce system user's level of access to data.

Manual import activities respect scoping, so the number of records that appear in the report are specific to the user who is running the import.


☐ Incorrect

☒  Correct

Q7) When modifying the Lead/Contact Page Layouts in CRM for Marketing Cloud connect, add: (choose 3)

☒  Email Sends

☒  Lead/ContactActions

☒  Individual Email Results

☐ Email Tracking

☐ Marketing Cloud Sends


Q8) The choices you make for Tracking setup in Marketing Cloud Connect can affect the overall storage of your CRM org.

☐ Incorrect

☒  Correct


Q9) Benefits to Distributed Marketing? (pick 3)

☐ Allow for nightly reporting on tracking and ROI.

☒  Let business users focus on customer relationships.

☒  Customize messages quickly and intuitively.

☐ Allow Sales to manually import customers into journeys.

☒  Maintain brand consistency and compliance.

Q10) You can use Distributed Marketing if you use custom objects to track individual records.

☒  Incorrect

☐ Correct