




Q1) Where do you navigate in Setup to create users?

- ☒  Users
 - ☐ Role Setup
 - ☐ Role
 - ☐ User Setup
-


Q2) Business units are used to:

- ☒  Control access to information and sharing of information throughout Marketing Cloud.
 - ☐ Ensure that content can be modified by all Marketing Cloud users.
 - ☐ Track the total number of businesses you send emails to.
 - ☐ None of these
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Q3) What should you do before creating business units?

- ☐ Delete your users.
 - ☐ Rename your folders.
 - ☒  Map your organizational structure for business units.
 - ☐ Send a test email from Marketing Cloud.
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Q4) Correct or Incorrect: A triggered send is when you choose a specific time and recipient for a message.

- ☒  Incorrect
 - ☐ Correct
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Q5) Which deliverability best practice helps you build a positive sending reputation with ISPs?

- ☐ Content Detective
 - ☐ Text Versions
 - ☒  IP Warming
 - ☐ Subscriber Preview
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Q6) What Marketing Cloud feature can you use to view data from an individual send?

- ☐ Reports
 - ☐ Email Trends
 - ☐ Data Trends
 - ☒  Tracking
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Q7) What are some options for exporting reports? (Choose 2)

- ☐ None of these
 - ☐ SMS
 - ☒  FTP
 - ☒  Email
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Q8) What is the recommended security setting for session timeout?

- ☐ 2 days
 - ☐ 1 hour
 - ☒  20 minutes
 - ☐ Never
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Q9) How can you locate your MID? (Choose 2)

- ☒  In Account Settings under Setup
- ☒  Next to your username
- ☐ In Setup under MID
- ☐ None of these