Q1) 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

Q2) 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.

Q3) 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

Q4) 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

Q5) 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

Q6) Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated 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 address can be purchased from Salesforce

Q7) 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

Q8) 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

Q9) 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

Q10) 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