





**Q1) 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


**Q2) 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
- ☐ Transfer the campaign manager's permissions to a new user
- ☐ Deactivate the campaign manager's license and assign it to the new user


**Q3) 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


**Q4) 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


**Q5) 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


**Q6) 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.

**Q7) 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


**Q8) 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

**Q9) 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

**Q10) 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