






Q1) You can customize the time zone and date format for individual business units.

- ☐ Incorrect
- ☒  Correct



Q2) Messages Marketing Cloud Supports from within the platform are: (choose five)

- ☒  In-app Inboxes
- ☒  Push
- ☒  SMS
- ☐  Twitter
- ☒  Email
- ☒  Line Group Messages


Q3) Preview and Test provides the ability to: (choose 3)

- ☒  Validate AMPscript or other programmatic languages
- ☒  See how personalization displays for subscribers.
- ☐  Send a sample email to a subset of your audience to test performance.
- ☐  Test different content versions with your audience.
- ☒  View how the email appears in your own email client.

Q4) A _____ lives in the individual studios.

- ☒  Subscriber
- ☐  Contact



Q5) A contact appears in the _____ section.

- ☐  All Subscribers
- ☒  All Contacts



Q6) A _____ is a person you send messages to through any marketing channel.

- ☐  Subscriber
- ☒  Contact

Q7) Which statement is Correct?

- ☐  All subscribers are contacts, and all contacts are subscribers.
- ☒  All subscribers are contacts, but not all contacts are subscribers.



Q8) You can have contacts whom you've never sent to who don't appear in All Contacts.

- ☐  Incorrect
- ☒  Correct

Q9) Data in Email Studio shows up in Contact Builder, but data in Contact Builder does not show up in Email Studio.

- ☐  Incorrect
- ☒  Correct

Q10) A subscriber in Email Studio will appear in Contact Builder under the All Contacts section, and a contact in Contact Builder will automatically appear in Email Studio.

- ☒  Incorrect
- ☐  Correct