




Q1) What is the Marketing Cloud Connected App Permission Set used for?

- ☐ To relax IP address restrictions for the Salesforce System User
- ☒  To grant Salesforce CRM access to users connecting from Marketing Cloud
- ☐ To grant permission to the Managed Package
- ☐ To authorize users connecting to Marketing Cloud from Salesforce CRM


Q2) When you configure the connected app settings in Salesforce CRM, which settings do you update?

- ☐ IP Relaxation, Start URL, High-assurance session required
- ☐ Start URL, Enable Single Logout, Refresh Token Policy
- ☐ Permitted Users, Start URL, Timeout Value
- ☒  Permitted Users, IP Relaxation, Refresh Token Policy


Q3) When testing Marketing Cloud Connect, why is it important to build a report that sends email only to a single test recipient?

- ☒  The test send generates real emails, and it's important not to send unexpected messages to users or customers.
- ☐ Marketing Cloud Connect can only use reports for the recipient list.
- ☐ With just a single result, the test completes quickly.
- ☐ Marketing Cloud Connect allows for sending only to a single recipient from within the CRM org.



Q4) When you build an email send in Salesforce CRM, which field is required before you can click Send?

- ☐ The Dedupe subscribers checkbox
- ☐ Disable Individual Level Tracking
- ☐ The exclusions list
- ☒  The opt-in certification checkbox


Q5) What does Marketing Cloud Connect do?

- ☐ It is a set of tools for designing email templates.
- ☐ It connects Marketing Cloud Email Studio and Journey Builder.
- ☐ It allows your Marketing Cloud users to connect with your customers' social media accounts.
- ☒  It is an integration that connects Salesforce Marketing Cloud and CRM environments.


Q6) Which of the following are features of Marketing Cloud Connect?

- ☒  Marketing Cloud users can use data and events from Salesforce CRM in Journey Builder.
- ☐ Service Cloud users can send push notifications directly to contacts from a case detail screen.
- ☒  CRM users can see email tracking data on the contact record.
- ☐ None of these


Q7) Which Salesforce CRM Edition supports Marketing Cloud Connect?

- ☒  Enterprise Edition
- ☐ Professional Edition
- ☐ Essentials Edition
- ☐ None of these


Q8) Before installing the managed package, what CRM feature needs to be verified?

- ☐ Record types on the contact and lead objects
- ☐ Person accounts
- ☐ Default workflow user
- ☒  Platform events
- ☐ Multicurrency

Q9) Why is it important to set up a Salesforce System User?

- ☐ The system user is the only one who can customize Marketing Cloud Connect.
- ☐ The CRM org can't function without a system user.
- ☒  This user record connects Marketing Cloud to the CRM org.
- ☐ The Salesforce admin doesn't have privileges that the system user does.

Q10) Before you create the Marketing Cloud API user, what do you do?

- ☒  Configure the connected app settings in Salesforce CRM.
- ☐ Create field mapping.
- ☐ Connect to Marketing Cloud within Salesforce CRM.
- ☐ Set up your CRM Sales Cloud end user.