


Q1) Where would a Marketing Cloud admin view all verified email addresses?


- ☐ Reply Mail Management
- ☐ Identity Verification Log
- ☐ Sender Profiles
- ☒  From Address Management

Q2) A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio. Which solution should the admin suggest?

- ☐ AMPscript for Marketing Cloud
- ☐ Google Analytics 360
- ☐ Marketing Cloud Connect
- ☒  Web Analytics Connector

Q3) A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.



What should the admin do to ensure only specific Contacts are synced?

- ☐ Filter existing records in All Subscribers
- ☐ Filter records on a formula field
- ☒  Filter records on a Boolean field
- ☐ Filter records created after a specified date

Q4) Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date. Where should the Marketing Cloud admin begin troubleshooting?

- ☒  Contact Builder > Data Sources
- ☐ Email Studio > Synchronized Data Extensions
- ☐ Contact Builder > Synchronized Data Extensions
- ☐ Automation Studio > File Transfers

Q5) Northern Trail Outfitters (NTO) has the Discover Reporting Tool. Which two report types could help NTO drive their mobile adoption strategy? Choose 2 answers.

- ☒  Email Sending Performance Report
- ☐ Deliverability Complaint Rate
- ☒  Email Performance by Device
- ☐ Time Between Send and Engagement