

**Q1) Requirements for Distributed Marketing: (choose 3)**

- Salesforce Pardot with Engage License
  - Salesforce Connect with the ability to connect to one external data source
  - Salesforce Sales Cloud, Service Cloud, Financial Services Cloud (FSC), or Community Cloud (Partner Community License or Login, only)
  - Salesforce Marketing Cloud with Journey Builder
  - Available Marketing Cloud licenses for every Sales user of Distributed Marketing
- 

**Q2) A Marketing Cloud license is required for every Distributed Marketing user.**

- Incorrect
  - Correct
- 

**Q3) Distributed Marketing can be used with Enterprise 1.0 and 2.0 editions of Marketing Cloud.**

- Incorrect
  - Correct
- 

**Q4) To use Distributed Marketing, each business unit requires a unique Marketing Cloud user (a system user), where the business unit you want to connect is the default business unit of the system user.**

- Incorrect
  - Correct
- 

**Q5) Distributed Marketing requires Lightning.**

- Incorrect
  - Correct
- 

**Q6) Distributed Marketing supports sending from both - journeys and individual channels, like selecting and sending a single Content Builder email.**

- Incorrect
  - Explanation:-All messages in Distributed Marketing are sent using Marketing Cloud's Journey Builder. Link - [https://help.salesforce.com/articleView?id=mc\\_dm\\_create\\_marketing\\_cloud\\_journey.htm&type=5](https://help.salesforce.com/articleView?id=mc_dm_create_marketing_cloud_journey.htm&type=5)
  - Correct
- 

**Q7) It is recommended that you install the Distributed Marketing Package for admins only or for specific profiles so that you are installing for licensed users only.**

- Correct
  - Explanation:-Access to Distributed Marketing is controlled through custom permissions and permission set licenses. You can assign the custom permissions in your Salesforce org using installed permission sets or using your own custom permission sets or profiles. The permission set licenses are provisioned in your account and can be assigned using installed permission sets. refer - <https://trailhead.salesforce.com/content/learn/modules/distributed-marketing-administration/install-configure-distributed-marketing>
  - Incorrect
- 

**Q8) The DMAAdministrator Permission Set contains everything included in DMStandard plus Visualforce pages for Distributed Marketing administration.**

- Incorrect
  - Correct
- 

**Q9) Distributed Marketing Approvers need a license.**

- Incorrect
  - Correct
- 

**Q10) If you don't log out of active Marketing Cloud sessions when configuring Distributed Marketing, Salesforce automatically authenticates against an active session.**

- Incorrect
- Correct

**Q1) After a Business User sends a message using Distributed Marketing, Distributed Marketing adds the contact or lead to the appropriate data extension along with data from the contact or lead, such as unique identifier (ContactID or LeadID), email address, and the user ID of the user who pressed Send.**

- Incorrect  
  Correct

**Q2) Campaign Marketplace in Distributed Marketing allows you to create and share collections—or marketplaces—of campaigns based on common categories, themes, and intentions.**

- Incorrect  
  Correct

**Q3) Whitelist the following domains, if you have policies to whitelist only MC domains: (choose 3)**

-  \*.marketingcloudapps.com  
 Code.marketingcloud.com  
  Bounce.exacttarget.com  
  Exacttarget.com  
 Help.marketingcloud.com

**Q4) IP Addresses for the following use cases are not instance-specific and should be whitelisted for any tenant: (choose 5)**

-  SOAP API Calls  
  Device Integrations  
  REST API Calls  
 Authenticated Sending  
  Authentication API Calls  
  FTP Integrations

**Q5) All Marketing Cloud accounts use a pool of IP Addresses that vary depending upon send volume by default. All administrators should therefore whitelist the ranges of IPs for the stack their instance resides in.**

-  Correct  
Explanation:-Assign a unique IP address to your account and manage your own sending reputation in Marketing Cloud Email Studio. When your send volume is high enough that your sending reputation is hard to control in a shared IP pool, investigate using a dedicated IP address. Link - [https://help.salesforce.com/articleView?id=mc\\_es\\_dedicated\\_ip.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_dedicated_ip.htm&type=5)  
 Incorrect

**Q6) Developers creating Android apps for use with MobilePush must whitelist regional IP addresses in their Google API Key Configuration IP Whitelist.**

- Incorrect  
  Correct

**Q7) Domain Verification protects your brand reputation by making sure From addresses used in send emails are approved and provides assurance that you send messages from confirmed addresses.**

- Incorrect  
  Correct

**Q8) You can import and verify (Bulk Upload) multiple From address in From Address Management in individual accounts.**

- Incorrect  
  Correct

**Q9) Places to verify From addresses in MC: (choose 4)**

-  From Address Management  
 Delivery Profiles  
  Sender Profiles  
  My Users  
  Account Settings  
 Company Information

**Q10) You can choose to honor an Opt-Out List in all types of Marketing Cloud Transactional email sends.**

-  Incorrect  
 Correct

**Q1) The default sender profile and delivery profile name and external key cannot be updated or deleted.**

- Incorrect  
  Correct
- 

**Q2) You must choose Account Default for the footer, or Marketing Cloud cannot include the required elements, such as unsubscribe link and physical mailing address, in the email.**

-  Incorrect  
 Correct
- 

**Q3) Recommended setting for Send Password Change Confirmation Email?**

- Disable  
  Enable
- 

**Q4) Recommended setting for Enforce Export Email Whitelist?**

- Disable  
  Enable
- 

**Q5) Recommended setting for Enable Audit Logging Data Collection?**

- Disable  
  Enable
- 

**Q6) An explicitly denied permission always overrides all other permissions.**

- Incorrect  
  Correct
- 

**Q7) When a permission is not explicitly granted or denied, Marketing Cloud defaults to grant permission unless another role denies that permission.**

-  Incorrect  
 Correct
- 

**Q8)**

Single Sign-On best practice is to test your SAML enablement on one business unit before enabling others on your account.

You can better resolve any configuration issues or errors when dealing with a business unit.

-  Incorrect  
 Correct
- 

**Q9) Business units are available in Enterprise 2.0 and 1.0 tenants.**

-  Incorrect  
 Correct
- 

**Q10) Available unsubscribe settings for Business Units are unsubscribe a person from only the business unit or from all business units within the enterprise account.**

-  Correct  
 Incorrect
- 

**Explanation:-**[https://help.salesforce.com/articleView?id=mc\\_es\\_unsubscribe\\_settings.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_unsubscribe_settings.htm&type=5)

**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

Q1) \_\_\_\_\_ identifies a contact within an account and ties together the contact, channels, and the relationship.

- Subscriber Key
- Contact ID
- Contact Key

Q2) The \_\_\_\_\_ is the same no matter what channel is used to send messages.

- Subscriber Key
- Contact ID
- Contact Key

Q3) The \_\_\_\_\_ is what allows you to connect contacts in multiple channels.

- Subscriber Key
- Contact ID
- Contact Key

Q4) In Mobile Studio, contacts are identified on \_\_\_\_\_, which becomes the Contact Key in Contact Builder.

- Contact Key

**Explanation:**-<https://trailhead.salesforce.com/content/learn/modules/marketing-cloud-contact-management/understand-contacts-and-contact-model-relationships>

- Contact ID
- Subscriber Key

Q5) \_\_\_\_\_ allows you to maintain multiple sets of subscriber attributes for a single email address.

- Subscriber Key
- Contact ID
- Contact Key

Q6) Link attribute groups and populations using the \_\_\_\_\_ value.

- Subscriber Key
- Contact ID
- Contact Key

Q7) \_\_\_\_\_ allows you to include a single email address multiple times on a list.

- Subscriber Key
- Contact ID
- Contact Key

Q8) \_\_\_\_\_ must be present in every sendable data extension.

- Subscriber Key
- Contact ID
- Contact Key

Q9) It's best to save populations for specific use cases where you need to create complex queries, such as if your account uses field-level encryption or when you're using API Entry Sources in Journey Builder.

- Incorrect
- Correct

Q10) You configure the retention policy settings when creating the data extension.

- Incorrect
- Correct

**Q1) Data that passes the retention limits will be permanently deleted.**

- Incorrect  
  Correct

**Q2) Which is NOT a Data Retention delete option:**

- All Records and Data Extensions  
 All Records  
 Individual Records  
  Data Extensions

**Q3) Member Identification Code (MID) is a \_\_\_\_\_ ID:**

-  Numeric  
 Alphanumeric  
 Text

**Q4) How can you find your Member Identification Code within your Marketing Cloud account? (choose 2)**

- Under your username, navigate to Setup. The MID is displayed on the Setup Home screen in Metrics.  
  Hover over your account name in the top corner of the Marketing Cloud interface, immediately to the left of your username.  
**Explanation:-Link -** <https://trailhead.salesforce.com/en/content/learn/modules/marketing-cloud-developer-basics/learn-administration-basics>
- Under your username, navigate to Setup. Use Quick Find to navigate to Company Settings. The MID is the Account ID.  
  Under your username, navigate to Setup. Use Quick Find to navigate to Account Settings. The MID is the Account ID.

**Explanation:-Link -** <https://trailhead.salesforce.com/en/content/learn/modules/marketing-cloud-developer-basics/learn-administration-basics>

**Q5) Which of the following are true about All Contacts in Contact Builder? (choose 3)**

-  All Contacts functions at the Enterprise/Parent level.  
  All Contacts functions across all Channels in Marketing Cloud.  
 All Contacts are Subscribers.  
  All Contacts contains All Subscribers plus anything marked as a Population.  
 All Contacts automatically links records across Studios/Channels.

**Q6) Which statements are correct about Marketing Cloud and Marketing Cloud Connect when using Non-Scope by User configuration? (choose 3)**

- Users are always prevented from sending to report or campaign members who are not visible to them without notice.  
  Password policies are not in effect, making this configuration easy to maintain because passwords do not expire.  
  An administrator can set up a user without entering a password.  
  Within the Marketing Cloud, returned subscribers are not limited to what is visible to the user initiating the send.

**Q7) Before you can enable marketers to include the Distributed Marketing content blocks in emails, you need to do two things.**

- Create a new Business Unit to house Distributed Marketing.  
  Add the custom content blocks that you want to use as components.  
  Add the Distributed Marketing installed package to your Marketing Cloud account.  
 Limit roles in Sales Cloud to only provide access to the Marketing functionality.

**Q8) Northern Trail Outfitters purchased a Sender Authentication Package (SAP) and is provisioned within the account. The Marketing Cloud admin wants to ensure the private domain being used as the From Address for email sends has been verified. How could the admin meet this requirement?**

- Register each From Address with this domain individually by sending a verification email to each email address.  
 Register the private domain using Domain Registration.  
  The administrator does not need to verify the private domain.  
 Register each From Address with this domain by importing a data extension and sending a verification email to each email address.

**Q9) Distributed Marketing channels supported: (choose two)**

-  SMS  
  Email  
 Social  
 Push

**Q10) Which send process can use Sender Profiles? Choose 3 Answers.**

-  User-Initiated Sends  
  Triggered Sends  
 Simple Automated Sends  
  Guided Sends

**Q1) What Salesforce Editions work with Marketing Cloud Connect? (choose 4)**

- Basic
  -  Developer
  -  Unlimited
  -  Enterprise
  -  Performance
  - Professional
- 

**Q2) How do you find information on your MC instance?**

- Click on "Status" at any time in the top navigation menu of the Marketing Cloud interface.
  - Under your username, navigate to Setup. Use Quick Find to navigate to Account Settings. The Instance information is displayed in Account Settings.
  - Hover over your account name in the top corner of the Marketing Cloud interface, immediately to the left of your username. Click the hyperlinked Instance # to view detailed information.
  -  On trust.salesforce.com, click "Status" and enter your MID to display information.
- 

**Q3) Which IPs should be whitelisted when first configuring MC?**

-  Whitelist the entire set of IP ranges for your region.
  - None - all users should use the standard verification process as a best practice.
  - Whitelist the IP ranges of your frequent Marketing Cloud users and administrators and Marketing Cloud Support.
  - Whitelist the IP addresses of the administrative users.
- 

**Q4) Which of the following are correct about All Contacts in Contact Builder? (choose 3)**

-  All Contacts contains All Subscribers plus anything marked as a Population.
  - All Contacts automatically links records across Studios/Channels.
  -  All Contacts functions across all Channels in Marketing Cloud.
  -  All Contacts functions at the Enterprise/Parent level.
- 

**Q5) Northern Trail Outfitters plans to integrate their Sales Cloud Contacts. How should their Marketing Cloud admin configure the Sync of the contact object so that only marketable contacts are synced over?**

- Select all marketable records.
  - Select all new records.
  -  Select all records with an email address.
  - Select all records.
- 

**Q6) Northern Trail Outfitters wants to switch on the out-of-the-box audit trail functionality in the Marketing Cloud account, however they cannot see the option to enable it. What could be the likely cause?**

- User is missing the marketing cloud api user rights.
  -  User is missing the marketing cloud security administrator rights.
  - User is missing the marketing cloud administrator rights.
  - User is missing the marketing cloud viewer rights.
- 

**Q7) Recommended setting for Login Expires After Inactivity:**

- 60 days or less
  - 45 days or less
  -  90 days or less
  - 180 days or less
- 

**Q8) How do you setup Company Info?**

-  In Marketing Cloud Setup, click Company Settings, Account Settings, Edit.
  - In Marketing Cloud Setup, go to Account Settings, Company Information, Edit.
  - Marketing Cloud Support will set this up on your behalf.
  - In the dropdown to the left of your username, click on the Business Unit, then Setup.
- 

**Q9) The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort. Which three items will Validate check in an email message? Choose 3 answers**

-  Correct syntax is used on any AMPScript in the email's code.
  -  Each content area specified in a dynamic content rule exists.
  -  Personalization strings map to attributes or data extension fields
  - Grammar and spelling in the email text is correct.
- 

**Q10) As a Marketing Cloud Administrator you have been told about how heavy scripting in the email leads to severe delays in sending emails out the door. The Marketing department has asked you whether there is a possibility to speed things up. Which of the below functionality will be best suited for the need?**

- Sending through journey builder.
-  Enabling burst sending.
- Do not use scripting in emails.
- Sending through automation studio.

**Q1) Global Conveyors has a new business unit. What should Admin do before creating business units?**

- Map your Organizational Structure for business unit
- Delete your users
- Send a test email from Marketing Cloud
- Rename your folders

**Q2)**

**Northern Trail Outfitters (NTO) an outdoor gear store, manages customer relationships in Sales Cloud and sends emails in Marketing Cloud.**

**NTO offers a 30 day free trial program and sends three emails about the program each day:**

- A follow up email to contacts who signed up for the program 14 days ago.
- A follow up email with a reminder about the trial expiration to contacts who signed up for the program 27 days ago.

**NTO sends emails automatically from Marketing Cloud, using Sales Cloud reports that filter contacts by corresponding dates.**

**What type of campaign should be created to meet this requirement?**

- Drip campaign

**Explanation:-**

Refer:

[https://help.salesforce.com/articleView?id=mc\\_co\\_30\\_day\\_drip\\_campaign\\_salesforce\\_reports\\_salesforce\\_data\\_extensions\\_and\\_automation\\_studio.htm&type=5](https://help.salesforce.com/articleView?id=mc_co_30_day_drip_campaign_salesforce_reports_salesforce_data_extensions_and_automation_studio.htm&type=5)

- Trail campaign
- Continuous campaign
- Nurture campaign

**Q3) As an administrator you have received the following request from the Marketing Team: We want to be able to act on real-time interaction data and pick the next best action depending on user behavior? Which Marketing Cloud add-on would best serve the purpose?**

- Interaction Studio
- Automation Studio
- Journey Builder
- None of these

**Q4) Why is whitelisting the entire set of IP ranges for your region a best practice? Choose two.**

- It allows users to access Marketing Cloud regardless of their work location without extra authentication.
- It ensures Salesforce login pools can process end users' login authentication when accessing Salesforce.
- It minimizes the use of verification codes required for logins, saving time for users and administrators.
- It avoids unintended service disruptions due to movement between primary and secondary instances.

**Q5) A marketing team wants to export specific send data from their account on a weekly basis. This data needs to be encrypted and generated with specific column names which allow for import directly into a third-party analytics system. Which method should be used to pull the data from Marketing Cloud?**

- Query Activity
- Tracking Data Extract
- Data Extension Export
- Data Extension Extract

**Q6) Global Conveyors is determining the marketing cloud instance (MID). What can the admin do with this information? Choose two answers.**

- Configure a Web Collect URL
- Configure Marketing Connect URL
- Obtain appropriate URL endpoint for use with REST Service API
- Obtain appropriate URL endpoint for use with SOAP Service API

**Q7) Which account type merges an account with a contact in a single view?**

- Commercial Account
- User Account
- Person Account
- Consumer Account

**Q8) Global Conveyors requested the Admin configure a spam filter to exempt certain email messages from being filtered or rejected. Which process should the Admin apply?**

- Data filter
- Allowlisting

**Explanation:-**

Allowlisting is the correct answer - [https://help.salesforce.com/articleView?id=sf.mc\\_overview\\_glossary.htm](https://help.salesforce.com/articleView?id=sf.mc_overview_glossary.htm)

- AMPscript
- Workflow

**Q9) A Marketing Cloud admin has created some profile attributes, but doesn't want the customer to see them in the profile center. How should the attributes be configured?**

- Mark the attribute as read-only.
- Mark the attribute as a preference center attribute.
- Mark the attribute as a profile attribute.

- Mark the attribute as hidden.

**Q10) Which deliverability best practice helps the Marketing Admin build a positive sending reputation with ISPs?**

- IP Warming
- Subscriber Preview
- Text Versions
- Content Detective

**Q1) Global Conveyors wants to create, send, and measure SMS campaigns across the globe. Which application should be used to accomplish this requirement?**

- Audience Builder
- Email Studio
- MobileConnect
- Automation Studio

**Q2) Which two metrics will a Marketing Cloud admin be able to view under Setup Home, given the apps are provisioned in the account?**

- The total number of users in your account.
- A graph displaying the number and states of automations from the last 14 days.
- The total number of emails sent from your account within the last 7 days.
- The total number of content pieces in your account, including a subtotal of shared assets.

**Q3) Which one of these data sources does not contain the contact information?**

- Queries
- Filters
- Data Extensions
- Email Header and Footer Rules

**Q4) Recommended setting for User Passwords Expire In:**

- 180 days
- 45 days
- 60 days
- 90 days

**Q5) Global Conveyors wants to track impression by job report. Which two considerations Admin should keep in mind? Choose 2.**

- Only emails that use AMPscript can be tracked using these reports.
- Only emails that use dynamic content can be tracked using these reports.
- Only listed ISPs are tracked.
- Only Return Path-maintained email addresses are tracked.

**Q6) Choose the correct steps needed to apply administrative permissions for Marketing Cloud Connect: (choose two)**

- Enable Marketing Cloud permissions for Marketing Cloud Connect Sends, Marketing Cloud Connect Data Sync, and Marketing Cloud Connect Journeys
- Edit the CRM User Page Layout to add the Marketing Cloud for AppExchange User and Marketing Cloud for AppExchange Admin Fields
- Enable Marketing Cloud for AppExchange User and Marketing Cloud for AppExchange Admin for the Salesforce CRM Administrator User
- Add the Marketing Cloud Connect CRM Administrative User and Save Changes in Setup

**Q7) Northern Trail Outfitters' Marketing Cloud admin wants to ensure certain subscribers' opens and clicks are NOT tracked at their request, in accordance with the EU's General Data Protection Regulation. In which two ways should the administrator configure these settings?**

- Enable the DoNotTrack Attribute on each Subscriber.

**Explanation:-Link - [https://help.salesforce.com/articleView?id=mc\\_es\\_do\\_not\\_track\\_emailOpens\\_and\\_Clicks.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_do_not_track_emailOpens_and_Clicks.htm&type=5)**

- Create a Preference Attribute called DoNotTrack.

**Explanation:-Link - [https://help.salesforce.com/articleView?id=mc\\_es\\_do\\_not\\_track\\_emailOpens\\_and\\_Clicks.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_do_not_track_emailOpens_and_Clicks.htm&type=5)**

- In Setup, change DoNotTrack to On.
- Mark the default DoNotTrack Profile Attribute to correct.

**Q8) Which field CANNOT be updated in Company Information?**

- Company Name
- Country
- Account Name
- Company Address (Street, City, State, ZIP/Postal Code)

**Q9) What are potential risks of using Non-Scope by User Data Access configuration for Marketing Cloud Connect? (choose two)**

- Users may be able to view more records than they should have access to in CRM, creating a security risk.
- A User may run a report displaying only records visible to them but containing additional records they don't see, causing a send to deploy to more contacts than intended.
- Contacts may not be able to unsubscribe due to incorrect Account mapping.
- A User may run a report containing records visible to them but not the Salesforce System User, causing zero emails to be sent.

**Q10) Which statement best describe a contact and a subscriber?**

- A contact is always a subscriber. A subscriber is always a contact.
- A contact is a person who opts to receive communications through a specified channel. A subscriber is anyone you send messages to.
- A contact is a person you are going to send messages to. A subscriber opted to receive communications or belongs to a particular channel.
- A contact is a person who opts in to text messages. A subscriber is a person who opts in to email messages.

**Q1) A marketing team accidentally sends SMS campaigns intended for 4 p.m. at 4 a.m. They would like to use a Blackout Window to prevent this from happening again. Which two actions would a Blackout Window prevent?**

- Sends manually initiated during the Blackout Window.
- Large sends started before the blackout window begins.
- Scheduling sends during the Blackout Window.
- Sends conducted using Mobile Connect API calls.

**Q2) What are the Benefits to Distributed Marketing? (pick 3)**

- Allow for nightly reporting on tracking and ROI.
- Maintain brand consistency and compliance.
- Let business users focus on customer relationships.
- Customize messages quickly and intuitively.

**Q3) Which type of data source connects two different contact data tables to each other based on particular field?**

- Data Designer
- Contact Key
- Synchronised Data Extension
- Attribute Group

**Q4) For most Marketing Cloud Connect functionality, users need: (choose 2)**

- Transparent Data Encryption
- Marketing Cloud License
- Single Sign-On Functionality
- Sales or Service Cloud License

**Q5) A Marketing Cloud admin wants to maximize login security to ensure that data is protected. Which two settings are recommended?**

- The session timeout set to 8 hours.
- The login expires after inactivity set to 90 Days.
- The invalid logins before lockout set to 3 attempts.
- The minimum username length set to 6 characters.

**Q6) Northern Trail Outfitters enabled enhanced sender profile feature. The NTO admin wants to create personalized email sends to their customers using the names of specific customer service representatives. While the content of the send remains same across the email send, the marketer wants the From Name to appear different for each subscriber. What are next steps for email personalization? Choose 2.**

- Create a sender profile that uses AMPscript to dynamically pull information from the subscriber attributes populated by Salesforce information.
- Create subscription preference to track user's behavior.
- Create From Name and From Email attributes for their subscribers to hold the From information to include in the send.
- Create a workflow to update member status.

**Q7) How are publication lists used in the Marketing Cloud?**

- To manage subscribers in guided and triggered email sends.
- To allow subscribers to opt-down/out instead of unsubscribing from all.
- To build dynamic content rules by subscriber type.
- To send communication to all subscribers, regardless of opt-in status.

**Q8) Northern Trail Outfitters (NTO) is adding Mobile Studio to its marketing tools. Currently, NTO uses Email Studio and Journey Builder to send email messages. They are using a unique alphanumeric as the Subscriber Key in Email Studio. What should the administrator do to prevent duplicates across all Marketing Cloud channels?**

- Use Merge functionality for new Mobile contacts.
- Use a single Contact Key value.
- Use channel-specific unique identifiers.
- Turn on Contact Matching in Setup.

**Q9) Which statement is INCORRECT about Tenant Types?**

- On Business unit, a tenant is the single account.
- On agency, each top-level account and each associate client account is a separate tenant.
- On Enterprise 2.0, tenant is the top-level account and all associated business units.
- On Enterprise, a tenant is the top-level account and all associated ON-Your-Behalf or Lock & Publish business units.

**Q10) Which standard Marketing Cloud role creates and delivers messages through applicable channel apps?**

- Marketing Cloud Channel Manager
- Marketing Cloud Content Editor/Publisher
- Marketing Cloud Administrator
- Marketing Cloud Viewer

**Q1) What should the Admin create to synchronize objects from Service Cloud Mobile, pull the information into Marketing Cloud, and share contact data with business units?**

- Create a synchronized attribute group.
- Create a synchronized data source with the sharing window set to outside the business unit.
- Create a synchronized population group in Mobile Service Cloud and link the object to Marketing Cloud.
- Create a synchronized data extension.

**Q2) Which type of data extension has a send relationship and adds contacts to all subscribers when you send to them?**

- Attribute Data Extension
- Transferable Data Extension
- Transmittal Data Extension
- Sendable Data Extension

**Q3) Which of the following statements is correct about deleting contacts?**

- It is best to delete unengaged subscribers in order to reduce cost.
- It is best to move unengaged subscribers to a separate data extension.
- It is best to move unengaged subscribers to a synchronized data extension.
- It is best to unsubscribe unengaged contacts from individual channels rather than delete them.

**Q4) Options for level of data access in Marketing Cloud Connect?**

- Non-scope by User / Scope by User
- Admin User / Basic User
- Limited User / Unlimited User
- Full Access / Limited Access

**Q5) Which application serves as your real-time, direct line to understanding customer data?**

- BrandBuilder
- Content Box
- Audience Builder
- Application Switcher

**Q6) A Marketing Cloud administrator is asked by the Legal Team to automatically process certain keywords (such as “Unsubscribe”) when received as a reply to an email send, and to remove the Out of Office replies to help the team better interact with customer responses. Which functionality should they use?**

- Tracking extracts.
- Preference management center.
- Reply mail management.
- Sql query in automation studio.

**Q7) A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:**

- Customers contains information about subscribers including Email Address, First Name, Last name.

- Orders contains information about the Orders and includes the unique identifier of the customer

In which two ways should the admin configure Data Designer to allow this data to be used within a Journey?

Choose 2 answers

- Link the Customers data extension to the data model using Email Address
- Link the Customers data extension to the data model using Customer ID
- Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- Link the Orders data extension to the Customers data extension using a One-to-Many relationship

**Q8) What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?**

- Business name and physical mailing address
- Business name and a link to the business website
- Preference Center link and a link to the business website
- Preference Center link and physical mailing address

**Q9) Setup Assistant provides information and resources for configuring a new Marketing Cloud account. Which two topics does Setup Assistant cover? Choose 2 answers**

- Setting up the Data Structure
- Managing the Enhanced SFTP
- Enabling Mobile Connect
- Configuring Journey Builder

**Q10) Which three considerations should be made when setting up Distributed Marketing? Choose 3 answers**

- Messages can be sent to Contacts, Leads, and Person Accounts.
- Business users can select any email at time of send.
- The DM administrator Profile is required to access Distributed Marketing.
- Default options can be set up for the greeting in the email.

**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](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](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](https://help.salesforce.com/articleView?id=mc_re_email_studio_reports.htm&type=5)
- My Tracking > Test Send Emails
- My Tracking > A/B Testing

**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

**Q1) A user asks a Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content Creator, Data Manager, and Marketing Cloud Viewer. What should the admin do to resolve the issue so the user can send an email?**

- Remove the Marketing Cloud Viewer Role
  - Edit permissions and Grant permissions to Send
  - Add the Role Marketing Cloud Channel Manager
  - Edit permissions and deselect Deny for Email Sending!
- 

**Q2) Which three options determine when a contact could enter a journey? Choose 3 answers.**

- Re-entry at any time
  - Re-entry by date
  - No re-entry
  - Re-entry only after exiting
- 

**Q3) A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key. Which import type could the admin use instead?**

- Add and Update
  - Overwrite
  - Update Only
  - Add Only
- 

**Q4) Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible. Which Marketing Cloud product should NTO purchase as a solution?**

- Email Rachments
  - Distributed Sending
  - Content Syndication
  - Analytics Builder
- 

**Q5) A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute. How would the admin ensure a notification is received when the query fails?**

- Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings"
  - Install the Marketing Cloud App on phone to receive Push Messages
  - Configure the "Event Notification Service" in Setup with their Email Address
  - Add their Email Address in the Query Activity Notifications Field
- 

**Q6) Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access. How should the Marketing Cloud admin ensure users have access?**

- License all appropriate users within the installed package
  - Install App-appropriate business units for expanded access
  - Configure the API Integration to allow all users access
  - Choose Public App Integration during the installation
- 

**Q7) A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses. Where could the details be found?**

- Run a Bounce Email Report
  - Query the Bounce Data View
  - Run an Account Send Summary Report
  - Query the Send Log
- 

**Q8) Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com). Which steps should be taken to implement this? Choose 2 answers**

- Add a Domain to the Export Email Whitelist
  - Edit the entity Verification Settings
  - Enforce Export Email Whitelist
  - Enable IP Whitelisting
- 

**Q9) Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscriber however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content. Which activity would allow NTO to build the journey with the fewest activities possible?**

- Einstein STO
  - Wait Until Date
  - Engagement Split
  - Join
- 

**Q10) NTO wants to copy journeys across business units. What could be used to replicate journey structure so it can be easily recreated in another account?**

- Journey Extracts
- Copy activities
- Journey Templates
- Deployment Manager

**Q1) A user asks a Marketing Cloud admin to update and increase their session timeout setting. Which three considerations should the admin review before making this update? Choose 3 answers.**

- Change impacts all users
  - Security risk of unauthorized users for longer timeout settings
  - Best practice suggests a 20-minute timeout setting
  - Typical length of time users spend in Marketing Cloud
- 

**Q2) Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud. Which feature should they use?**

- Lookup reference to Contact Object
  - Field Level Encryption
  - Tokenized Sending
  - Master-detail relationship to Contacts
- 

**Q3) Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send. What should the admin confirm to resolve the issue?**

- The data extension is marked as Sendable
  - The data extension is linked using the Contact Key
  - The Data extension is marked as Sendable and Testable
  - The data extension contains a Salesforce ID
- 

**Q4) A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future. Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.**

- Normalize data and fields to prevent redundancy.
  - Identify and assign appropriate keys to tie records together.
  - Ensure every data source has a sendable field.
  - Remove nonessential data for marketing purposes.
- 

**Q5) Northern Trail Outfitters wants to set up their Send Log data extension. Which three considerations should be made for long term success? Choose 3 answers**

- Log attribute data necessary for auditing communications
  - Apply an appropriately-scoped Data Retention period
  - Set the period to a fixed date in the Data Retention Policy
  - Add custom fields not included in the Send Log Template
- 

**Q6) A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization. What functionality would get messages out the door faster?**

- Burst Sending
  - Marketing Cloud Connect
  - Send Throttling
  - Journey Builder Triggered Sends
- 

**Q7) Northern Trail Outfitters wants to segment audiences based on Sales Cloud data. Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Co.**

- Contact Builder > Data Sources
  - Contact Builder > Data Extensions > Synchronized Data Extensions
  - Setup > Data Management > Synchronized Data Extensions
  - Setup > Apps > Salesforce Integration
- 

**Q8) A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts. Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers**

- Bitly URL Shortener
  - Login detail for each social media account
  - Google URL shortner
  - Facebook ad manager
- 

**Q9) What does Marketing Cloud authenticate when a user logs in through the user interface?**

- If the user is assigned a role in the parent business unit
  - If the user is logging in from a whitelisted IP address
  - If the user has login hours enabled on their profile
  - If the user is an API User on their record
- 

**Q10) Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account. Which feature would NTO enable to assist in reducing threats from malicious API attacks?**

- Field Level Encryption
- Advanced Audit Trail
- IP Whitelisting
- Single Sign on Authentication

**Q1) Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory. How should this setup be achieved?**

- Each business unit should have multiple SFTP users
- child business unit SFTP user should be created
- All child business units should have an individual SFTP user
- Copy the parent SFTP user into each child business unit

**Q2) Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.**

**What consideration could account for this behavior?**

- The data extension was not configured as sendable.
- Contact Builder was not configured properly.
- Data retention settings were incorrect in the data extension.
- The email address in All Subscribers is prioritized.

**Q3) Northern Trail Outfitters has noticed an issue with their sends today. Which two links in Setup Home could be used to troubleshoot the issue? Choose 2 answers**

- Failed Sends
- Help and Training
- System Status
- Create Support Case

**Q4) Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.**

**Which two terms would they add to their website to accomplish this? Choose 2 answers.**

- Email Conversion Code
- Collect Code
- Recommendation Code
- Conversion/Cart Code

**Q5) A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular end. The admin of Marketing Cloud Connect is functioning properly. What should the admin confirm about the data extension?**

- The triggeredSendDataExtension data extension template was used.
- The data extension is located in the Synchronized Data Extensions folder.
- The wind relationship links Subscriber Key to Subscribers on Email Address
- The data extension is located in the Salesforce Data Extensions folder.

**Q6) A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails. What functionality would allow this?**

- Web Analytics Connector
- Web and Mobile Analytics
- Advertising Studio
- Personalization Builder

**Q7) A Marketing Cloud Administrator noticed a File Drop Automation has been failing on the Import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer import\_. The import is configured to look for a file named Customer import %%Year%% % Month%% % Day%%.csv, however, the admin notices the filenames include seconds and milliseconds**

**what should the admin do to fix the issue?**

- Use %%FILENAME\_FROM\_TRIGGER%% in the Import File Activity.
- Use the exact file name used for the trigger in the Import File Activity.
- Make sure the team has a date stamp to avoid duplication.
- Make sure the files placed on the correct sub-folder within the SFTP.

**Q8) While setting up Marketing Cloud Connect, a Marketing Cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:**

**- Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud user. Contact your system administrator.**

**The admin notices the Marketing Cloud for AppExchange Admin option is selected when looking at the user settings. What action should correct the issue?**

- Apply the administrator and Marketing Cloud Administrator permission sets to user
- Apply the appropriate user mappings in the CRM configuration
- Reset all passwords to force new tokens
- Apply the Marketing Cloud for AppExchange User option as well

**Q9) Northern Trail Outfitters (NTO) wants a business analyst to import contact lists. The analyst has the follow Cloud Channel Manager and Marketing Cloud Viewer. The Analyst logged in but is unable to import contacts. How should NTO update the user to allow the analyst the appropriate access?**

- Add Distributed Sending User
- Add Marketing Cloud Security Administrator
- Remove Marketing Cloud Viewer
- Remove Marketing Cloud Channel Manager

**Q10) A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement. What consideration should be given to the preference profile centers for this integration?**

- Profile/Preference centers are automatically created for each business unit connected through Multi-org

- Multi org does not support the standard profile preference center for the business units.

- Branding for each business units' profile centers will be inherited from the default business unit setup.

- Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

**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

**Q1) Which statements are correct about Marketing Cloud and Marketing Cloud Connect when using Non-Scope by User configuration? (choose 3)**

- Users are always prevented from sending to report or campaign members who are not visible to them without notice.
- Password policies are not in effect, making this configuration easy to maintain because passwords do not expire.
- An administrator can set up a user without entering a password.
- Within the Marketing Cloud, returned subscribers are not limited to what is visible to the user initiating the send.

**Q2) Before you can enable marketers to include the Distributed Marketing content blocks in emails, you need to do two things.**

- Create a new Business Unit to house Distributed Marketing.
- Add the custom content blocks that you want to use as components.
- Add the Distributed Marketing installed package to your Marketing Cloud account.
- Limit roles in Sales Cloud to only provide access to the Marketing functionality.

**Q3) Northern Trail Outfitters purchased a Sender Authentication Package (SAP) and is provisioned within the account. The Marketing Cloud admin wants to ensure the private domain being used as the From Address for email sends has been verified. How could the admin meet this requirement?**

- Register each From Address with this domain individually by sending a verification email to each email address.
- Register the private domain using Domain Registration.
- The administrator does not need to verify the private domain.
- Register each From Address with this domain by importing a data extension and sending a verification email to each email address.

**Q4) Distributed Marketing channels supported: (choose two)**

- SMS
- Email
- Social
- Push

**Q5) Which send process can use Sender Profiles? Choose 3 Answers.**

- User-initiated Sends
- Triggered Sends
- Simple Automated Sends
- Guided Sends

**Q6) What Salesforce Editions work with Marketing Cloud Connect? (choose 4)**

- Basic
- Developer
- Unlimited
- Enterprise
- Performance
- Professional

**Q7) How do you find information on your MC instance?**

- Click on "Status" at any time in the top navigation menu of the Marketing Cloud interface.
- Under your username, navigate to Setup. Use Quick Find to navigate to Account Settings. The Instance Information is displayed in Account Settings.
- Hover over your account name in the top corner of the Marketing Cloud interface, immediately to the left of your username. Click the hyperlinked Instance # to view detailed information.
- On trust.salesforce.com, click "Status" and enter your MID to display information.

**Q8) Which IPs should be whitelisted when first configuring MC?**

- Whitelist the entire set of IP ranges for your region.
- None - all users should use the standard verification process as a best practice.
- Whitelist the IP ranges of your frequent Marketing Cloud users and administrators and Marketing Cloud Support.
- Whitelist the IP addresses of the administrative users.

**Q9) Which of the following are correct about All Contacts in Contact Builder? (choose 3)**

- All Contacts contains All Subscribers plus anything marked as a Population.
- All Contacts automatically links records across Studios/Channels.
- All Contacts functions across all Channels in Marketing Cloud.
- All Contacts functions at the Enterprise/Parent level.

**Q10) Northern Trail Outfitters plans to integrate their Sales Cloud Contacts. How should their Marketing Cloud admin configure the Sync of the contact object so that only marketable contacts are synced over?**

- Select all marketable records.
- Select all new records.
- Select all records with an email address.
- Select all records.

**Q11) Northern Trail Outfitters wants to switch on the out-of-the-box audit trail functionality in the Marketing Cloud account, however they cannot see the option to enable it. What could be the likely cause?**

- User is missing the marketing cloud api user rights.
- User is missing the marketing cloud security administrator rights.
- User is missing the marketing cloud administrator rights.
- User is missing the marketing cloud viewer rights.

**Q12) Recommended setting for Login Expires After Inactivity:**

- 60 days or less
- 45 days or less
- 90 days or less
- 180 days or less

**Q13) How do you setup Company Info?**

- In Marketing Cloud Setup, click Company Settings, Account Settings, Edit.
- In Marketing Cloud Setup, go to Account Settings, Company Information, Edit.
- Marketing Cloud Support will set this up on your behalf.
- In the dropdown to the left of your username, click on the Business Unit, then Setup.

**Q14) The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort. Which three items will Validate check in an email message? Choose 3 answers**

- Correct syntax is used on any AMPscript in the email's code.
- Each content area specified in a dynamic content rule exists.
- Personalization strings map to attributes or data extension fields
- Grammar and spelling in the email text is correct.

**Q15) As a Marketing Cloud Administrator you have been told about how heavy scripting in the email leads to severe delays in sending emails out the door. The Marketing department has asked you whether there is a possibility to speed things up. Which of the below functionality will be best suited for the need?**

- Sending through Journey builder.
- Enabling burst sending.
- Do not use scripting in emails.
- Sending through automation studio.

**Q16) Global Conveyors has a new business unit. What should Admin do before creating business units?**

- Map your Organizational Structure for business unit
- Delete your users
- Send a test email from Marketing Cloud
- Rename your folders

**Q17)**

**Northern Trail Outfitters (NTO) an outdoor gear store, manages customer relationships in Sales Cloud and sends emails in Marketing Cloud.**

**NTO offers a 30 day free trial program and sends three emails about the program each day:**

- A follow up email to contacts who signed up for the program 14 days ago.
- A follow up email with a reminder about the trial expiration to contacts who signed up for the program 27 days ago.

**NTO sends emails automatically from Marketing Cloud, using Sales Cloud reports that filter contacts by corresponding dates.**

**What type of campaign should be created to meet this requirement?**

- Drip campaign

**Explanation:-**

Refer:

[https://help.salesforce.com/articleView?id=mc\\_co\\_30\\_day\\_drip\\_campaign\\_salesforce\\_reports\\_salesforce\\_data\\_extensions\\_and\\_automation\\_studio.htm&type=5](https://help.salesforce.com/articleView?id=mc_co_30_day_drip_campaign_salesforce_reports_salesforce_data_extensions_and_automation_studio.htm&type=5)

- Trail campaign
- Continuous campaign
- Nurture campaign

**Q18) As an administrator you have received the following request from the Marketing Team: We want to be able to act on real-time interaction data and pick the next best action depending on user behavior? Which Marketing Cloud add-on would best serve the purpose?**

- Interaction Studio

- Automation Studio

- Journey Builder

- None of these

**Q19) Why is whitelisting the entire set of IP ranges a best practice? Choose two.**

- It allows users to access Marketing Cloud regardless of their work location without extra authentication.
- It ensures Salesforce login pools can process end users' login authentication when accessing Salesforce.
- It minimizes the use of verification codes required for logins, saving time for users and administrators.
- It avoids unintended service disruptions due to movement between primary and secondary instances.

**Q20) A marketing team wants to export specific send data from their account on a weekly basis. This data needs to be encrypted and generated with specific column names which allow for import directly into a third-party analytics system. Which method should be used to pull the data from Marketing Cloud?**

- Query Activity

- Tracking Data Extract

- Data Extension Export

- Data Extension Extract

**Q21) Global Conveyors is determining the marketing cloud instance (MID). What can the admin do with this information? Choose two answers.**

- Configure a Web Collect URL

- Configure Marketing Connect URL

- Obtain appropriate URL endpoint for use with REST Service API

- Obtain appropriate URL endpoint for use with SOAP Service API

**Q22) Which account type merges an account with a contact in a single view?**

- Commercial Account

- User Account

- Person Account

- Consumer Account

**Q23) Global Conveyors requested the Admin configure a spam filter to exempt certain email messages from being filtered or rejected. Which process should the Admin apply?**

- Data filter

- Allowlisting

**Explanation:-**

Allowlisting is the correct answer - [https://help.salesforce.com/articleView?id=mc\\_overview\\_glossary.htm](https://help.salesforce.com/articleView?id=mc_overview_glossary.htm)

- AMPscript

- Workflow

**Q24) A Marketing Cloud admin has created some profile attributes, but doesn't want the customer to see them in the profile center. How should the attributes be configured?**

- Mark the attribute as read-only.

- Mark the attribute as a preference center attribute.

- Mark the attribute as a profile attribute.

- Mark the attribute as hidden.

**Q25) Which deliverability best practice helps the Marketing Admin build a positive sending reputation with ISPs?**

- IP Warming

- Subscriber Preview

- Text Versions

- Content Detective

**Q26) Global Conveyors wants to create, send, and measure SMS campaigns across the globe. Which application should be used to accomplish this requirement?**

- Audience Builder

- Email Studio

- MobileConnect

- Automation Studio

**Q27) Which two metrics will a Marketing Cloud admin be able to view under Setup Home, given the apps are provisioned in the account?**

- The total number of users in your account.

- A graph displaying the number and states of automations from the last 14 days.

- The total number of emails sent from your account within the last 7 days.

- The total number of content pieces in your account, including a subtotal of shared assets.

**Q28) Which one of these data sources does not contain the contact information? (choose 2)**

- Queries

- Filters

- Data Extensions

- Email Header and Footer Rules

**Q29) Which field CANNOT be updated in Company Information? (choose 2)**

- Company Name

- Country

- Account Name

- Company Address (Street, City, State, ZIP/Postal Code)

**Q30) Global Conveyors wants to track impression by job report. Which two considerations Admin should keep in mind? Choose 2**

- Only emails that use AMPscript can be tracked using these reports.

- Only emails that use dynamic content rule exists.

- Only listed ISPs are tracked.

- Only Return Path-maintained email addresses are tracked.
</ul

**Q1) Which application serves as your real-time, direct line to understanding customer data?**

- BrandBuilder
- Content Box
- Audience Builder
- Application Switcher

**Q2) A Marketing Cloud administrator is asked by the Legal Team to automatically process certain keywords (such as "Unsubscribe") when received as a reply to an email send, and to remove the Out of Office replies to help the team better interact with customer responses. Which functionality should they use?**

- Tracking extracts.
- Preference management center.
- Reply mail management.
- SQL query in automation studio.

**Q3) A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder will of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:**

- Customers contains information about subscribers including Email Address, First Name, Last Name.
  - Orders contains information about the Orders and includes the unique identifier of the customer
- In which two ways should the admin configure Data Designer to allow this data to be used within a Journey? Choose 2 answers**

- Link the Customers data extension to the data model using Email Address.
- Link the Customers data extension to the data model using Customer ID
- Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- Link the Orders data extension to the Customers data extension using a One-to-Many relationship

**Q4) What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?**

- Business name and physical mailing address
- Business name and link to the business website
- Preference Center link and a link to the business website
- Preference Center link and physical mailing address

**Q5) Setup Assistant provides information and resources for configuring a new Marketing Cloud account. Which two topics does Setup Assistant cover? Choose 2 answers**

- Setting up the Data Structure
- Managing the Enhanced SFTP
- Enabling Mobile Connect
- Configuring Journey Builder

**Q6) Which three considerations should be made when setting up Distributed Marketing? Choose 3 answers**

- Messages can be sent to Contacts, Leads, and Person Accounts.
- Business users can select any email at time of send.
- The DM administrator Profile is required to access Distributed Marketing.
- Default options can be set up for the greeting in the email.

**Q7) 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

**Q8) 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.

**Q9) 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

**Q10) 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 still remain. 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](https://help.salesforce.com/articleView?id=mc_es_tracking_overview.htm&type=5)
- Explanation:-Link - [https://help.salesforce.com/articleView?id=mc\\_es\\_tracking\\_overview.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_tracking_overview.htm&type=5)
- General tracking data at the job level
  - Contact data in sendable data extensions

**Q11) 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

**Q12) 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 all 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

**Q13) 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

**Q14) 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

**Q15) 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

**Q16) 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](https://help.salesforce.com/articleView?id=mc_re_email_studio_reports.htm&type=5)
- My Tracking > Test Send Emails
- My Tracking > A/B Testing

**Q17) 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

**Q18) 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

**Q19) 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

**Q20) 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

**Q21) 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

**Q22) 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.

**Q23) 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?**

- 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

**Q24) Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to approximately 1000 subscribers. The admin notices 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

**Q25) 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

**Q26) 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

**Q27) A user asks a Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content Creator, Data Manager, and Marketing Cloud Viewer. What should the admin do to resolve the issue so the user can send an email?**

- Remove the Marketing Cloud Viewer role
- Edit permissions and Grant permissions to Send
- Add the Role Marketing Cloud Channel Manager
- Edit permissions and deselect Deny for Email Sending!

**Q28) Which three options determine when a contact could enter a journey? Choose 3 answers.**

- Re-entry at any time
- Re-entry by date
- No re-entry
- Re-entry only after exiting

**Q29) A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key. Which import type could the admin use instead?**

- Add and Update
- Overwrite
- Update Only
- Add Only

**Q30) Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible. Which Marketing Cloud product should NTO purchase as a solution?**

- Email Archivements
- Marketing Cloud Connect
- Marketing Cloud App
- Marketing Cloud App

**Q31) A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute. How would the admin ensure a notification is received when the query fails?**

- Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings"
- Install the Marketing Cloud App on phone to receive Push Messages
- Configure the "Event Notification Service" in Setup with their Email Address
- Add their Email Address in the Query Activity Notifications Field

**Q32) Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access. How should the Marketing Cloud admin ensure users have access?**

- License all appropriate users within the installed package
- Install App-appropriate business units for expanded access
- Configure the API Integration to allow all users access
- Setup Public App Integration during the installation

**Q33) A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses. Where could the details be found?**

- Run a Bounce Email Report
- Query the Bounce Data View
- Run an Account Send Summary Report
- Query the Sent Log

**Q34) Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking via email from their Account to any email associated with their domain (ntoretail.com). Which steps should be taken to implement this? Choose 2 answers**

- Add a Domain to the Export Email Whitelist
- Delete the entity Domain Settings
- Enforce Export Email Whitelist
- Enable IP Whitelisting

**Q35) Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to approximately 1000 subscribers. The admin notices the number of subscribers being sent emails is considerably lower than the number they were expecting based on records in their database. Which activity would allow NTO to build the journey with the fewest activities possible?**

- Failed Sends
- Help and Train
- System Status
- Create Support Case

**Q36) Northern Trail Outfitters has noticed two links in their Setup Home could be used to troubleshoot the issue? Choose 2 answers**

- Email Conversion Code
- Collect Code
- Recommendation Code
- Conversion/Cart Code

**Q37) Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process. Which two terms would they add to their website to accomplish this? Choose 2 answers.**

- Einstein STO
- Wait Until Date
- Engagement Split
- Single Sign On Authentication

**Q38) Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud. Which feature should they use?**

- Lookup Reference to Contact Object
- Field Level Encryption
- Tokenized Sending
- Master-detail relationship to Contacts

**Q39) Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send. What should the admin confirm to resolve the issue?**

- Contact Builder > Data Sources
- Contact Builder > Data Extensions > Synchronized Data Extensions
- Setup > Data Management > Synchronized Data Extensions
- Setup > Apps > Salesforce Integration

**Q1) Which statements are true about Marketing Cloud and Marketing Cloud Connect when using Non-Scope by User configuration? (choose 3)**

- Within the Marketing Cloud, returned subscribers are not limited to what is visible to the user initiating the send.
- Within the Marketing Cloud, report or campaign lists are limited to only what is visible to the user initiating the send.
- Password policies are not in effect, making this configuration easy to maintain because passwords do not expire.
- An administrator can set up a user without entering a password.
- Users are always prevented from sending to report or campaign members who are not visible to them without notice.

**Q2)**

With non-scope by user accounts, imports return results based on the Salesforce system user's data access. With scope by user accounts, all automated import activities are executed as the Marketing Cloud API user, and the number of records reflect the Salesforce system user's level of access to data.

Manual import activities respect scoping, so the number of records that appear in the report are specific to the user who is running the import.

- Incorrect
- Correct

**Q3) All Contacts functions across Studios/Channels at a Business Unit level.**

- Correct

**Explanation:-**Sometimes accounts with business units can't access all contacts. Some contact records can overlap in business units, but other contacts can remain available only to a particular business unit. Link - [https://help.salesforce.com/articleView?id=mc\\_cab\\_contact\\_definition\\_and\\_count\\_determination.htm&type=5](https://help.salesforce.com/articleView?id=mc_cab_contact_definition_and_count_determination.htm&type=5)

- Incorrect

**Q4) Which of the following are all reasons to know your Marketing Cloud instance? (choose 3)**

- The instance helps you use the release schedule to predict when new features are released to your account.
- The instance identifies the top-level parent in your Enterprise account.
- The instance helps you monitor any performance concerns on the Salesforce Trust site.
- The instance is needed to configure the Web Collect URL, SOAP Web Services API, and more.
- The instance determines priority in sending on each Marketing Cloud server.

**Q5) Why is whitelisting the entire set of IP ranges for your region a best practice?**

- It minimizes the use of verification codes required for logins, saving time for users and administrators.
- It avoids unintended service disruptions due to movement between primary and secondary instances.

**Explanation:-**

Refer: [https://help.salesforce.com/articleView?id=000321501&language=en\\_US&type=1&mode=1](https://help.salesforce.com/articleView?id=000321501&language=en_US&type=1&mode=1)

- It allows users to access Marketing Cloud regardless of their work location without extra authentication.
- It ensures Salesforce login pools can process end users' login authentication when accessing Salesforce.

**Q6) Individual users can change the Time Zone and Date Format for their own accounts in their Settings.**

- Incorrect
- Correct

**Q7) The default Email Display Name and Email Reply To Address for email sends in your Marketing Cloud account should be selected carefully, as they may be used for sending.**

- Incorrect
- Correct

**Q8) The default Email Display Name and Email Reply To Address are configured by the administrator in:**

- Marketing Cloud Settings
- Default Sender Profile
- Account Settings
- General Settings

**Q9) Contact configuration is tied to an individual Business Unit.**

- Incorrect
- Correct

**Q10) All Subscribers are Contacts but not all Contacts are Subscribers**

- Incorrect
- Correct

**Q11) Lightning Experience is supported for Marketing Cloud Connect features.**

- Incorrect
- Correct

**Q12) Marketing Cloud Connect requires a relationship between a single Marketing Cloud account and only one Salesforce org.**

- Incorrect
- Correct

**Q13) It is recommended that you use a dedicated system user as the Salesforce System User, which does not consume a user license.**

- Incorrect
- Correct

**Q14) The Marketing Cloud Connect API user is typically a shared user.**

- Incorrect
- Correct

**Q15) If a Sales or Service Cloud org is connected to a Marketing Cloud Enterprise 2.0 account, the Marketing Cloud Connect API user's Business Unit access in the Marketing Cloud determines which Business Units are available for use within the Sales or Service Cloud.**

- Incorrect
- Correct

**Q16) You must manually manage the linking of disparate IDs for Contact Visualizer to function across Studios/Builders; Marketing Cloud does not do this automatically.**

- Incorrect
- Correct

**Q17) Developers creating Android apps for use with MobilePush must whitelist regional IP addresses in their Google API Key Configuration IP Whitelist.**

- Incorrect
- Correct

**Q18) When modifying the Lead/Contact Page Layouts in CRM for Marketing Cloud connect, add: (choose 3)**

- Email Sends
- Lead/ContactActions
- Individual Email Results
- Email Tracking
- Marketing Cloud Sends

**Q19) The choices you make for Tracking setup in Marketing Cloud Connect can affect the overall storage of your CRM org.**

- Incorrect
- Correct

**Q20) Benefits to Distributed Marketing? (pick 3)**

- Allow for nightly reporting on tracking and ROI.
- Let business users focus on customer relationships.
- Customize messages quickly and intuitively.
- Allow Sales to manually import customers into journeys.
- Maintain brand consistency and compliance.

**Q21) If you don't log out of active Marketing Cloud sessions when configuring Distributed Marketing, Salesforce automatically authenticates against an active session.**

- Incorrect
- Correct

**Q22) After a Business User sends a message using Distributed Marketing, Distributed Marketing adds the contact or lead to the appropriate data extension along with data from the contact or lead, such as unique identifier (ContactID or LeadID), email address, and the user ID of the user who pressed Send.**

- Incorrect
- Correct

**Q23) Campaign Marketplace in Distributed Marketing allows you to create and share collections—or marketplaces—of campaigns based on common categories, themes, and intentions.**

- Incorrect
- Correct

**Q24) Whitelist the following domains, if you have policies to whitelist only MC domains: (choose 3)**

- \*.marketingcloudapps.com
- Code.marketingcloud.com
- Bounce.exacttarget.com
- Exacttarget.com
- Help.marketingcloud.com

**Q25) IP Addresses for the following use cases are not instance-specific and should be whitelisted for any tenant: (choose 5)**

- SOAP API Calls
- Device Integrations
- REST API Calls
- Authenticated Sending
- Authentication API Calls
- FTP Integrations

**Q26) Domain Verification protects your brand reputation by making sure From addresses used in send emails are approved and provides assurance that you send messages from confirmed addresses.**

- Incorrect
- Correct

**Q27) You can import and verify (Bulk Upload) multiple From address in From Address Management in individual accounts.**

- Incorrect
- Correct

**Q28) You can use Distributed Marketing if you use custom objects to track individual records.**

- Incorrect
- Correct

**Q29) Requirements for Distributed Marketing: (choose 3)**

- Salesforce Pardot with Engage License
- Salesforce Connect with the ability to connect to one external data source
- Salesforce Sales Cloud, Service Cloud, Financial Services Cloud (FSC), or Community Cloud (Partner Community License or Login, only)
- Salesforce Marketing Cloud with Journey Builder
- Available Marketing Cloud licenses for every Sales user of Distributed Marketing

**Q30) A Marketing Cloud license is required for every Distributed Marketing user.**

- Incorrect
- Correct

**Q31) Distributed Marketing can be used with Enterprise 1.0 and 2.0 editions of Marketing Cloud.**

- Incorrect
- Correct

**Q32) To use Distributed Marketing, each business unit requires a unique Marketing Cloud user (a system user), where the business unit you want to connect is the default business unit of the system user.**

- Incorrect
- Correct

**Q33) Distributed Marketing requires Lightning.**

- Incorrect
- Correct

**Q34) All Marketing Cloud accounts use a pool of IP Addresses that vary depending upon send volume by default. All administrators should therefore whitelist the ranges of IPs for the stack their instance resides in.**

- Incorrect
- Correct

**Q35) Where do you navigate in Setup to create users?**

- Users
- Role Setup
- Role
- User Setup

**Q36) Business units are used to:**

- Control access to information and sharing of information throughout Marketing Cloud.
- Ensure that content can be modified by all Marketing Cloud users.
- Track the total number of businesses you send emails to.
- None of these

**Q37) What should you do before creating business units?**

- Delete your users.
- Rename your folders.
- Map your organizational structure for business units.
- Send a test email from Marketing Cloud.

**Q38) Correct or Incorrect: A triggered send is when you choose a specific time and recipient for a message.**

- Incorrect
- Correct

**Q39) Which statement best describes a contact and a subscriber?**

- A contact is always a subscriber. A subscriber is always a contact.
- A contact is a person who opts in to receive communications through a specified channel. A subscriber is anyone you send messages to.
- A contact is a person you are going to send messages to. A subscriber opted to receive communications or belongs to a particular channel.
- A contact is a person who opts in to text messages. A subscriber is a person who opts in to email messages.

**Q40) What is used by Salesforce to uniquely identify a contact throughout Marketing Cloud?**

- Contact Account Number
- Contact Key
- Contact ID
- Data Extension

**Explanation:-**Contact ID is a unique number for your contacts in Salesforce Marketing Cloud. This number helps uniquely identifying the contact on the back-end system. This is an application level number thru the entire Marketing Cloud system.

- Subscriber ID
- Subscriber Key

**Q41) Which Contact Builder tool is used to define, organize, and relate information about a contact within an account?**

- Journey Builder
- Data Designer
- Email Studio
- Data Extension

**Q42) Which type of data source connects two different contact data tables to each other based on a particular field?**

- Population
- Synchronized Data Extension
- Attribute Group
- Data Designer
- Contact Key

**Q43) Correct or Incorrect: Contact Delete requests remove contact information from sendable data extensions only and does not affect data in other data extensions.**

- Incorrect
- Correct

**Q44) Which of these data sources does not contain contact information?**

- Email Header and Footer Rules
- <input type

**Q4) Distributed Marketing supports sending from both journeys and individual channels, like selecting and sending a single Content Builder email.**

Incorrect

**Explanation:**All messages in Distributed Marketing are sent using Marketing Cloud's Journey Builder. Link - [https://help.salesforce.com/articleView?id=mc\\_din\\_create\\_marketing\\_cloud\\_journey.htm&type=5](https://help.salesforce.com/articleView?id=mc_din_create_marketing_cloud_journey.htm&type=5)

Correct

**Q2) It is recommended that you install the Distributed Marketing Package for admins only or for specific profiles so that you are installing for licensed users only.**

Correct

**Explanation:**Access to Distributed Marketing is controlled through custom permissions and permission set licenses. You can assign the custom permissions in your Salesforce org using installed permission sets or using your own custom permission sets or profiles. The permission set licenses are provisioned in your account and can be assigned using installed permission sets. refer - <https://trailhead.salesforce.com/content/learn/modules/distributed-marketing-administration/install-configure-distributed-marketing>

Incorrect

**Q3) The DMAdministrator Permission Set contains everything included in DMStandard plus Visualforce pages for Distributed Marketing administration.**

Incorrect

Correct

**Q4) Distributed Marketing Approvers need a license.**

Incorrect

Correct

**Q5) Places to verify From addresses in MC: (choose 4)**

- From Address Management
- Delivery Profiles
- Sender Profiles
- My Users
- Account Settings
- Company Information

**Q6) You can choose to honor an Opt-Out List in all types of Marketing Cloud Transactional email sends.**

Incorrect

Correct

**Q7) The default sender profile and delivery profile name and external key cannot be updated or deleted.**

Incorrect

Correct

**Q8) You must choose Account Default for the footer, or Marketing Cloud cannot include the required elements, such as unsubscribe link and physical mailing address, in the email.**

Incorrect

Correct

**Q9) You can customize the time zone and date format for individual business units.**

Incorrect

Correct

**Q10) Messages Marketing Cloud Supports from within the platform are: (choose five)**

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

**Q11) Recommended setting for Send Password Change Confirmation Email?**

Disable

Enable

**Q12) Recommended setting for Enforce Export Email Whitelist?**

Disable

Enable

**Q13) Recommended setting for Enable Audit Logging Data Collection?**

Disable

Enable

**Q14) An explicitly denied permission always overrides all other permissions.**

Incorrect

Correct

**Q15) When a permission is not explicitly granted or denied, Marketing Cloud defaults to grant permission unless another role denies that permission.**

Incorrect

Correct

**Q16)**

Single Sign-On best practice is to test your SAML enablement on one business unit before enabling others on your account.

You can better resolve any configuration issues or errors when dealing with a business unit.

Incorrect

Correct

**Q17) Business units are available in Enterprise 2.0 and 1.0 tenants.**

Incorrect

Correct

**Q18) Available unsubscribe settings for Business Units are unsubscribe a person from only the business unit or from all business units within the enterprise account.**

Correct

**Explanation:**[https://help.salesforce.com/articleView?id=mc\\_es\\_unsubscribe\\_settings.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_unsubscribe_settings.htm&type=5)

Incorrect

**Q19) \_\_\_\_\_ identifies a contact within an account and ties together the contact, channels, and the relationship.**

Subscriber Key

Contact ID

Contact Key

**Q20) The \_\_\_\_\_ is the same no matter what channel is used to send messages.**

Subscriber Key

Contact ID

Contact Key

**Q21) 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.

**Q22) A \_\_\_\_\_ lives in the individual studios.**

Subscriber

Contact

**Q23) A contact appears in the \_\_\_\_\_ section.**

All Subscribers

All Contacts

**Q24) A \_\_\_\_\_ is a person you send messages to through any marketing channel.**

Subscriber

Contact

**Q25) Which statement is Correct?**

All subscribers are contacts, and all contacts are subscribers.

All subscribers are contacts, but not all contacts are subscribers.

**Q26) You can have contacts whom you've never sent to who don't appear in All Contacts.**

Incorrect

Correct

**Q27) Data in Email Studio shows up in Contact Builder, but data in Contact Builder does not show up in Email Studio.**

Incorrect

Correct

**Q28) 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

**Q29) Data that passes the retention limits will be permanently deleted.**

Incorrect

Correct

**Q30) Which is NOT a Data Retention delete option:**

All Records and Data Extensions

All Records

Individual Records

Data Extensions

**Q31) The \_\_\_\_\_ is what allows you to connect contacts in multiple channels.**

Subscriber Key

Contact ID

Contact Key

**Q32) In Mobile Studio, contacts are identified on \_\_\_\_\_, which becomes the Contact Key in Contact Builder.**

Contact Key

**Explanation:**<https://trailhead.salesforce.com/content/learn/modules/marketing-cloud-contact-management/understand-contacts-and-contact-model-relationships>

Contact ID

Subscriber Key

**Q33) \_\_\_\_\_ allows you to maintain multiple sets of subscriber attributes for a single email address.**

Subscriber Key

Contact ID

Contact Key

**Q34) Link attribute groups and populations using the \_\_\_\_\_ value.**

Subscriber Key

Contact ID

Contact Key

**Q35) \_\_\_\_\_ allows you to include a single email address multiple times on a list.**

Subscriber Key

Contact ID

Contact Key

**Q36) \_\_\_\_\_ must be present in every sendable data extension.**

Subscriber Key

Contact ID

Contact Key

**Q37) Which Social Studio component do you use to start conversations in social accounts?**

Analyze

Engage

Publish

Einstein

**Q38) What can you do with workplace calendars?**

Schedule and design content

Create user roles

Add social accounts

Add workspace members

**Q39) Correct or Incorrect: User roles control permissions at the workspace level.**

Incorrect

Correct

**Q40) It's best to save populations for specific use cases where you need to create complex queries, such as if your account uses field-level encryption or when you're using API Entry Sources in Journey Builder.**

Incorrect

Correct

**Q41) You configure the retention policy settings when creating the data extension.**

Incorrect

<

**Q1) What is the recommended security setting for session timeout?**

- 2 days
- 1 hour
- 20 minutes
- Never

**Q2) How can you locate your MID? (Choose 2)**

- In Account Settings under Setup
- Next to your username
- In Setup under MID
- None of these

**Q3) Which of the following statements is true about deleting contacts?**

- It is best to move unengaged subscribers to a separate synchronized population group.
- It is best to delete unengaged subscribers in order to reduce cost.
- It is best to unsubscribe unengaged contacts from individual channels rather than delete them.
- It is best to move unengaged subscribers to a synchronized data extension.

**Q4) What should you create to synchronize objects from Service Cloud, pull the information into Marketing Cloud, and share contact data with business units?**

- Create a synchronized attribute group in Marketing Cloud and link the objects to Service Cloud.
- Create a synchronized population group in Service Cloud and link the objects to Marketing Cloud.
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- Create a synchronized data source with the sharing window set to outside the business unit.
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**Q5) What do you use to synchronize Sales Cloud and Service Cloud data with Marketing Cloud?**

- Journey Builder
- Data Designer
- Contact Builder
- Marketing Cloud Connect
- Email Studio

**Q6) What value do you need to review the status of a Contact Deleter request?**

- Status
- OperationID
- ContactKey
- PartnerKey

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- Top-level accounts and all business units in the specified Enterprise 2.0 account.
- A specified group of business units
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**Q8) Correct or Incorrect: Delete requests take precedence over all other account activities.**

- Incorrect
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**Q9) Which page has links to help you check the health of your Marketing Cloud instance?**

- Database page
- Compliance page
- Status page
- Security page

**Q10) Which page contains best practices for keeping your Marketing Cloud instance secure?**

- Trust page
- Security page
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- Status page

**Q11) Which of the following can you use to locate your Marketing Cloud database?**

- Node ID
- Marketing Cloud ID (MID)
- Org ID
- Database ID

**Q12) Correct or Incorrect: You can receive notifications about the status of your Marketing Cloud instance via email.**

- Incorrect
- Correct

**Q13) 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

**Q14) Which Salesforce CRM Edition supports Marketing Cloud Connect?**

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

**Q15) 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

**Q16) 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.

**Q17) 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.

**Q18) Who can add social accounts to a workspace?**

- Super User
- Workspace contributor
- Workspace admin
- None of these

**Q19) A workspace consists of what blocks?**

- Keywords
- Topic profiles
- Users
- None of these

**Q20) Correct or Incorrect: You need to be a workspace admin to add workspace users.**

- Incorrect
- Correct

**Q21) What is a topic profile?**

- A group of related words.
- A dashboard of social media posts.
- Company information shared on social media
- A social media search composed of keywords and filters.

**Q22) Correct or Incorrect: You can customize keyword groups using logic operators.**

- Incorrect
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- Using emojis in social posts
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- Incorrect
- Correct

**Q25) What does Identity Verification use to verify your browser or app?**

- Carrier pigeon
- SMS message
- Phone call
- Email

**Q26) Which keys require you to upload a certificate?**

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- Symmetric
- Asymmetric
- None of these

**Q27) What activity uses salt keys?**

- JWT use with Journey Builder
- Text encryption
- File transfer
- SSO authentication

**Q28) How can you obtain SSL certificates for use with Marketing Cloud?**

- Have Marketing Cloud purchase them for you
- Buy them yourself
- Upload from your library
- None of these

**Q29) Correct or Incorrect: You should pass SubscriberKey values in the clear.**

- Incorrect
- Correct

**Q30) Correct or Incorrect: You should store credit card numbers in Marketing Cloud.**

- Incorrect
- Correct

**Q31) Where should you store refresh token values?**

- Thumb drive
- Your own server
- Marketing Cloud
- Triplicate forms

**Q32) What percentage is a good goal for sentiment agreement?**

- 0.95
- 0.79
- 0.46
- 0.25

**Q33) What app do you use to authenticate a Marketing Cloud business unit with your Salesforce org?**

- Distributed Marketing Settings
- Distributed Marketing Authentication
- Distributed Marketing Administration
- Distributed Marketing Security

**Q34) Which step is part of setting up Distributed Marketing?**

- Add the Distributed Marketing component.
- Create a recipient profile.
- Map system attributes.
- Create an entry event data extension.

**Q35) What can you do with Quick Send?**

- Review and send a series of messages to individuals or groups of individuals.
- Send a single message to an individual.
- Create new campaign messages.
- Display a list of messages you receive from Distributed Marketing users.

**Q36) Where do you click Connect Campaign to associate a campaign with a journey?**

- In the Campaign Messages component on the lead or contact record
- In the Campaign Messages component on the campaign record
- In Journey Builder
- In Email Studio

**Q37) What do you create in Marketing Cloud to test the Distributed Marketing setup in Sales Cloud?**

- An email and a journey
- A campaign and a journey
- Sender and recipient profiles
- A journey and a contact

**Q38) What's the passing score for the Marketing Cloud Administrator Certification exam?**

- 0.62
- 0.65
- 0.67
- 0.7

**Q39) The setup section makes up what percentage of the Marketing Cloud Administrator Certification exam?**

- 0.14
- 0.15
- 0.19
- 0.38

**Q40) Which objective is the most heavily weighted for the Marketing Cloud Administrator Certification exam?**

- Channel management
- Subscriber data management
- Setup
- Maintenance

**Q41) The subscriber data management section makes up what percentage of the Marketing Cloud Administrator Certification exam?**

- 0.1
- 0.18
- 0.2
- 0.05

**Q42) The subscriber data management section of the exam covers which key topics?**

- Integrations and data quality
- Data quality and mail management
- Business units and security
- Marketing Cloud extension products

**Q43) The maintenance section of the exam covers which key topics?**

- Configuring integrations
- Data quality and mail management
- Data cleanup
- Digital marketing compliance

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- 0.13
- 0.15
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- Contact model
- Product offerings
- Advertising Studio configurations

**Q46) The channel management section makes up what percentage of the Marketing Cloud Administrator Certification exam?**

- 0.15
- 0.16
- 0.35
- 0.38

**Q47) The channel management section of the exam covers which key topics?**

- Product offerings
- Data compliance
- Configuration of Email Studio
- Data filters, filter activities, and data extensions

**Q48) The maintenance section makes up what percentage of the Marketing Cloud Administrator Certification exam?**

- 0.1
- 0.15
- 0.2
- 0.05

**Q1) Where do you navigate in Setup to create users?**

-  Users
- Role Setup
- Role
- User Setup

**Q2) Business units are used to:**

-  Control access to information and sharing of information throughout Marketing Cloud.
- Ensure that content can be modified by all Marketing Cloud users.
- Track the total number of businesses you send emails to.
- None of these

**Q3) What should you do before creating business units?**

- Delete your users.
- Rename your folders.
-  Map your organizational structure for business units.
- Send a test email from Marketing Cloud.

**Q4) Correct or Incorrect: A triggered send is when you choose a specific time and recipient for a message.**

-  Incorrect
- Correct

**Q5) Which deliverability best practice helps you build a positive sending reputation with ISPs?**

- Content Detective
- Text Versions
-  IP Warming
- Subscriber Preview

**Q6) What Marketing Cloud feature can you use to view data from an individual send?**

- Reports
- Email Trends
- Data Trends
-  Tracking

**Q7) What are some options for exporting reports? (Choose 2)**

- None of these
- SMS
-  FTP
-  Email

**Q8) What is the recommended security setting for session timeout?**

- 2 days
- 1 hour
-  20 minutes
- Never

**Q9) How can you locate your MID? (Choose 2)**

-  In Account Settings under Setup
-  Next to your username
- In Setup under MID
- None of these

**Q1) Which statement best describes a contact and a subscriber?**

- A contact is always a subscriber. A subscriber is always a contact.
  - A contact is a person who opts in to receive communications through a specified channel. A subscriber is anyone you send messages to.
  - A contact is a person you are going to send messages to. A subscriber opted to receive communications or belongs to a particular channel.
  - A contact is a person who opts in to text messages. A subscriber is a person who opts in to email messages.
- 

**Q2) What is used by Salesforce to uniquely identify a contact throughout Marketing Cloud?**

- Contact Account Number
- Contact Key
- Contact ID

**Explanation:-**Contact ID is a unique number for your contacts in Salesforce Marketing Cloud. This number helps uniquely identifying the contact on the back-end system. This is an application level number thru the entire Marketing Cloud system.

- Subscriber ID
  - Subscriber Key
- 

**Q3) Which Contact Builder tool is used to define, organize, and relate information about a contact within an account?**

- Journey Builder
- Data Designer
- Email Studio
- Data Extension
- Population

**Q4) Which type of data source connects two different contact data tables to each other based on a particular field?**

- Population
- Synchronized Data Extension
- Attribute Group
- Data Designer
- Contact Key

**Q5) Where are shared data extensions stored?**

- In a shared extension folder in the Data Sources tab.
- In a shared extension folder in the Imports tab.
- In a shared extension folder in the Data Extensions tab.
- In a shared folder in the Poll Schedule tab.

**Q6) Which of the following statements applies to retention settings?**

- You cannot remove the configured data retention settings once you configure them.
- You cannot modify the deletion period for existing data extension.
- You cannot select a specific date to delete the data in the extension.
- You cannot set the sharing window.
- You cannot delete all records and the entire data extension.

**Q7) Which of the following statements is true about deleting contacts?**

- It is best to move unengaged subscribers to a separate synchronized population group.
- It is best to delete unengaged subscribers in order to reduce cost.
- It is best to unsubscribe unengaged contacts from individual channels rather than delete them.
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- Create a synchronized population group in Service Cloud and link the objects to Marketing Cloud.
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- Create a synchronized data source with the sharing window set to outside the business unit.
- Create a synchronized attribute group.

**Q9) What do you use to synchronize Sales Cloud and Service Cloud data with Marketing Cloud?**

- Journey Builder
- Data Designer
- Contact Builder
- Marketing Cloud Connect
- Email Studio

**Q1) Correct or Incorrect:** Contact Delete requests remove contact information from sendable data extensions only and does not affect data in other data extensions.

- Incorrect
-  Correct

**Q2) Which of these data sources does not contain contact information?**

-  Email Header and Footer Rules
- Filters
- Queries
- Data extensions

**Q3) Correct or Incorrect:** You don't need to enable Contact Delete for use in Marketing Cloud.

-  Incorrect
- Correct

**Q4) What status indicates the number of delete requests that successfully processed?**

-  Complete
- Processing
- Total
- Invalid

**Q5) Correct or Incorrect:** You can delete a contact using only a ContactTypeID value.

-  Incorrect
- Correct

**Q6) What value do you need to review the status of a Contact Delete request?**

- Status
-  OperationID
- ContactKey
- PartnerKey

**Q7) Where do contact deletions take place in Enterprise 2.0 accounts?**

-  Top-level accounts and all business units in the specified Enterprise 2.0 account.
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**Q1) Which page has links to help you check the health of your Marketing Cloud instance?**

- Database page
  - Compliance page
  -  Status page
  - Security page
- 

**Q2) Which page contains best practices for keeping your Marketing Cloud instance secure?**

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**Q3) Which of the following can you use to locate your Marketing Cloud database?**

- Node ID
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  - Org ID
  - Database ID
- 

**Q4) Correct or Incorrect: You can receive notifications about the status of your Marketing Cloud instance via email.**

- Incorrect
-  Correct

**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.
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**Q7) Which Salesforce CRM Edition supports Marketing Cloud Connect?**

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**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.

**Q1) Which Social Studio component do you use to start conversations in social accounts?**

- Analyze
  - Engage
  - Publish
  - Einstein
- 

**Q2) What can you do in with workplace calendars?**

-  Schedule and design content
  - Create user roles
  - Add social accounts
  - Add workspace members
- 

**Q3) Correct or Incorrect: User roles control permissions at the workspace level.**

-  Incorrect
  - Correct
- 

**Q4) Who can add social accounts to a workspace?**

-  Super User
  - Workspace contributor
  -  Workspace admin
  - None of these
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**Q5) A workspace consists of what blocks?**

- Keywords
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**Q10) What percentage is a good goal for sentiment agreement?**

- 0.95
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**Q1) How do journeys help business users connect with customers? (Choose 2)**

- None of these
- They keep messages generic, because messages don't need to be personalized.
-  They let business users focus on customer relationships.
-  They maintain brand consistency by creating on-brand, marketing-approved journeys in Marketing Cloud.

**Q2) Which clouds are required for using Distributed Marketing?**

-  Marketing Cloud plus: Sales Cloud or Service Cloud or Financial Services Cloud (FSC) or Community Cloud (with the Partner Community license)
- Marketing Cloud plus: Service Cloud or Commerce Cloud or Sales Cloud or Community Cloud (with the Partner Community license)
- Service Cloud plus: Marketing Cloud or Sales Cloud or Commerce Cloud or Financial Services Cloud (FSC)
- Sales Cloud plus: Marketing Cloud or Service Cloud or Government Cloud or Financial Service Cloud (FSC)

**Q3) How can you find the installation link for the Distributed Marketing managed package?**

- Log a support case with Salesforce.
-  Navigate to the Install Managed Package page on Salesforce Help.
- Look for the link in an email from Salesforce.
- You don't need to install a managed package for Distributed Marketing.

**Q4) What app do you use to authenticate a Marketing Cloud business unit with your Salesforce org?**

- Distributed Marketing Settings
- Distributed Marketing Authentication
-  Distributed Marketing Administration
- Distributed Marketing Security

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- Configuring integrations
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**Q1) Which of the following are all reasons to know your Marketing Cloud instance? (choose 3)**

- The instance helps you use the release schedule to predict when new features are released to your account.
- The instance identifies the top-level parent in your Enterprise account.
- The instance helps you monitor any performance concerns on the Salesforce Trust site.
- The instance is needed to configure the Web Collect URL, SOAP Web Services API, and more.
- The instance determines priority in sending on each Marketing Cloud server.

**Q2) Why is whitelisting the entire set of IP ranges for your region a best practice?**

- It minimizes the use of verification codes required for logins, saving time for users and administrators.
- It avoids unintended service disruptions due to movement between primary and secondary instances.

**Explanation:-**Refer: [https://help.salesforce.com/articleView?id=000321501&language=en\\_US&type=1&mode=1](https://help.salesforce.com/articleView?id=000321501&language=en_US&type=1&mode=1)

- It allows users to access Marketing Cloud regardless of their work location without extra authentication.
- It ensures Salesforce login pools can process end users' login authentication when accessing Salesforce.

**Q3) Individual users can change the Time Zone and Date Format for their own accounts in their Settings.**

- Incorrect
- Correct

**Q4) The default Email Display Name and Email Reply To Address for email sends in your Marketing Cloud account should be selected carefully, as they may be used for sending.**

- Incorrect
- Correct

**Q5) The default Email Display Name and Email Reply To Address are configured by the administrator in:**

- Marketing Cloud Settings
- Default Sender Profile
- Account Settings
- General Settings

**Q6) All Contacts functions across Studios/Channels at a Business Unit level.**

- Correct

**Explanation:-**Sometimes accounts with business units can't access all contacts. Some contact records can overlap in business units, but other contacts can remain available only to a particular business unit. Link - [https://help.salesforce.com/articleView?id=mc\\_cab\\_contact\\_definition\\_and\\_count\\_determination.htm&type=5](https://help.salesforce.com/articleView?id=mc_cab_contact_definition_and_count_determination.htm&type=5)

- Incorrect

**Q7) You must manually manage the linking of disparate IDs for Contact Visualizer to function across Studios/Builders; Marketing Cloud does not do this automatically.**

- Incorrect
- Correct

**Q8) Contact configuration is tied to an individual Business Unit.**

- Incorrect
- Correct

**Q9) All Subscribers are Contacts but not all Contacts are Subscribers**

- Incorrect
- Correct

**Q10) Lightning Experience is supported for Marketing Cloud Connect features.**

- Incorrect
- Correct

**Q1) Marketing Cloud Connect requires a relationship between a single Marketing Cloud account and only one Salesforce org.**

-  Incorrect  
 Correct

**Q2) It is recommended that you use a dedicated system user as the Salesforce System User, which does consume a user license.**

- Incorrect  
  Correct

**Q3) The Marketing Cloud Connect API user is typically a shared user.**

-  Incorrect  
 Correct

**Q4) If a Sales or Service Cloud org is connected to a Marketing Cloud Enterprise 2.0 account, the Marketing Cloud Connect API user's Business Unit access in the Marketing Cloud determines which Business Units are available for use within the Sales or Service Cloud.**

- Incorrect  
  Correct

**Q5) Which statements are true about Marketing Cloud and Marketing Cloud Connect when using Non-Scope by User configuration? (choose 3)**

-  Within the Marketing Cloud, returned subscribers are not limited to what is visible to the user initiating the send.  
 Within the Marketing Cloud, report or campaign lists are limited to only what is visible to the user initiating the send.  
  Password policies are not in effect, making this configuration easy to maintain because passwords do not expire.  
  An administrator can set up a user without entering a password.  
 Users are always prevented from sending to report or campaign members who are not visible to them without notice.

**Q6)**

With non-scope by user accounts, imports return results based on the Salesforce system user's data access. With scope by user accounts, all automated import activities are executed as the Marketing Cloud API user, and the number of records reflect the Salesforce system user's level of access to data.

Manual import activities respect scoping, so the number of records that appear in the report are specific to the user who is running the import.

- Incorrect  
  Correct

**Q7) When modifying the Lead/Contact Page Layouts in CRM for Marketing Cloud connect, add: (choose 3)**

-  Email Sends  
  Lead/ContactActions  
  Individual Email Results  
 Email Tracking  
 Marketing Cloud Sends

**Q8) The choices you make for Tracking setup in Marketing Cloud Connect can affect the overall storage of your CRM org.**

- Incorrect  
  Correct

**Q9) Benefits to Distributed Marketing? (pick 3)**

- Allow for nightly reporting on tracking and ROI.  
  Let business users focus on customer relationships.  
  Customize messages quickly and intuitively.  
 Allow Sales to manually import customers into journeys.  
  Maintain brand consistency and compliance.

**Q10) You can use Distributed Marketing if you use custom objects to track individual records.**

-  Incorrect  
 Correct