



**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.
- ☐ It is best to move unengaged subscribers to a synchronized data extension.

**Q8) 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.
- ☒  Create a synchronized data extension.
- ☐ 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