

**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