

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

- ☐ 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

- ☒ ☐ 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