

Q1) 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

☐ 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

☒ ☐ Correct

Q3) The DMAAdministrator 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

☐ 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 in 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

☒ ☐ Correct

Q42) Which deliverability best practice helps you build a positive sending reputation with ISPs?

☐ Content Detective

☐ Text Versions

☒ ☐ IP Warming

☐ Subscriber Preview

Q43) What Marketing Cloud feature can you use to view data from an individual send?

☐ Reports

☐ Email Trends

☐ Data Trends

☒ ☐ Tracking

Q44) What are some options for exporting reports? (Choose 2)

☐ None of these

☐ SMS

☒ ☐ FTP

☒ ☐ Email

Q45) 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

Q46) 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.

Q47) 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.

Q48) 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.

Q49) Correct or Incorrect: You don't need to enable Contact Delete for use in Marketing Cloud.

☒ ☐ Incorrect

☐ Correct

Q50) 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 with Marketing Cloud

☐ To grant permission to the Managed Package

☐ To authorize users connecting to Marketing Cloud from Salesforce CRM

Q51) 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

Q52) 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.

Q53) What status indicates the number of delete requests that successfully processed?

☒ ☐ Complete

☐ Processing

☐ Total

☐ Invalid

Q54) Correct or Incorrect: You can delete a contact using only a ContactTypeId value.

☒ ☐ Incorrect

☐ Correct

Q55) 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.

Q56) 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)

Q57) 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.