






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.