Q1) Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory. How should this setup be achieved?

- ○ Each business unit should have multiple SFTP users
- ○ child business unit SFTP user should be created
- ✅ 👤 All child business units should have an individual SFTP user
- ○ Copy the parent SFTP user into each child business unit

Q2) Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.
What consideration could account for this behavior?

- ○ The data extension was not configured as sendable.
- ○ Contact Builder was not configured properly.
- ✅ 👤 Data retention settings were incorrect in the data extension.
- ○ The email address in All Subscribers is prioritized.

Q3) Northern Trail Outfitters has noticed an issue with their sends today. Which two links in Setup Home could be used to troubleshoot the issue? Choose 2 answers

- ○ Failed Sends
- ✅ 👤 Help and Training
- ✅ 👤 System Status
- ○ Create Support Case

Q4) Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.
Which two terms would they add to their website to accomplish this? Choose 2 answers.

- ○ Email Conversion Code
- ✅ 👤 Collect Code
- ✅ 👤 Recommendation Code
- ○ Conversion/Cart Code

Q5) A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular end. The admin of Marketing Cloud Connect is functioning properly. What should the admin confirm about the data extension?

- ○ The triggeredSendDataExtension data extension template was used.
- ○ The data extension is located in the Synchronized Data Extensions folder.
- ○ The wind relationship links Subscriber Key to Subscribers on Email Address
- ✅ 👤 The data extension is located in the Salesforce Data Extensions folder.

Q6) A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails. What functionality would allow this?

- ✅ 👤 Web Analytics Connector
- ○ Web and Mobile Analytics
- ○ Advertising Studio
- ○ Personalization Builder

Q7) A Marketing Cloud Administrator noticed a File Drop Automation has been falling on the Import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer import_. The import is configured to look for a file named Customer import %%Year%%%% Month%%%%Day%%.csv, however, the admin notices the filenames Include seconds and milliseconds
what should the admin do to fix the issue?

- ✅ 👤 Use %%FILENAME_FROM_TRIGGER%% in the Import File Activity.
- ○ Use the exact file name used for the trigger in the Import File Activity.
- ○ Make sure the team has a date stamp to avoid duplication.
- ○ Make sure the files placed on the correct sub-folder within the SFTP.

Q8) While setting up Marketing Cloud Connect, a Marketing Cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:
- Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud user. Contact your system administrator.
The admin notices the Marketing Cloud for AppExchange Admin option is selected when looking at the user settings. What action should correct the issue?

- ✅ 👤 Apply the administrator and Marketing Cloud Administrator permission sets to user
- ○ Apply the appropriate user mappings in the CRM configuration
- ○ Reset al passwords to force new tokens
- ○ Apply the Marketing Cloud for AppExchange User option as well

Q9) Northern Trail Outfitters (NTO) wants a business analyst to import contact lists. The analyst has the follow Cloud Channel Manager and Marketing Cloud Viewer. The Analyst logged in but is unable to import contacts. How should NTO update the user to allow the analyst the appropriate access?

- ○ Add Distributed Sending User
- ○ Add Marketing Cloud Security Administrator
- ✅ 👤 Remove Marketing Cloud Viewer
- ○ Remove Marketing Cloud Channel Manager

Q10) A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement. What consideration should be given to the preference profile centers for this integration?

- ○ Profile/Preference centers are automatically created for each business unit connected through Multi-org
- ✅ 👤 Multi org does not support the standard profile preference center for the business units.
- ○ Branding for each business units' profile centers will be inherited from the default business unit setup.
- ○ Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.