**Q1) Global Conveyors wants to create, send, and measure SMS campaigns across the globe. Which application should be used to accomplish this requirement?**

- Audience Builder
- Email Studio
- ✅ 🔒 MobileConnect
- Automation Studio

**Q2) Which two metrics will a Marketing Cloud admin be able to view under Setup Home, given the apps are provisioned in the account?**

- ✅ 🔒 The total number of users in your account.
- A graph displaying the number and states of automations from the last 14 days.
- The total number of emails sent from your account within the last 7 days.
- ✅ 🔒 The total number of content pieces in your account, including a subtotal of shared assets.

**Q3) Which one of these data sources does not contain the contact information?**

- Queries
- Filters
- Data Extensions
- ✅ 🔒 Email Header and Footer Rules

**Q4) Recommended setting for User Passwords Expire In:**

- 180 days
- 45 days
- 60 days
- ✅ 🔒 90 days

**Q5) Global Conveyors wants to track impression by job report. Which two considerations Admin should keep in mind? Choose 2.**

- ✅ 🔒 Only emails that use AMPscript can be tracked using these reports.
- ✅ 🔒 Only emails that use dynamic content can be tracked using these reports.
- Only listed ISPs are tracked.
- Only Return Path-maintained email addresses are tracked.

**Q6) Choose the correct steps needed to apply administrative permissions for Marketing Cloud Connect: (choose two)**

- Enable Marketing Cloud permissions for Marketing Cloud Connect Sends, Marketing Cloud Connect Data Sync, and Marketing Cloud Connect Journeys
- ✅ 🔒 Edit the CRM User Page Layout to add the Marketing Cloud for AppExchange User and Marketing Cloud for AppExchange Admin Fields
- ✅ 🔒 Enable Marketing Cloud for AppExchange User and Marketing Cloud for AppExchange Admin for the Salesforce CRM Administrator User
- Add the Marketing Cloud Connect CRM Administrative User and Save Changes in Setup

**Q7) Northern Trail Outfitters' Marketing Cloud admin wants to ensure certain subscribers' opens and clicks are NOT tracked at their request, in accordance with the EU's General Data Protection Regulation. In which two ways should the administrator configure these settings?**

- ✅ 🔒 Enable the DoNotTrack Attribute on each Subscriber.
Explanation:-Link - https://help.salesforce.com/articleView?id=mc_es_do_not_track_email_opens_and_clicks.htm&type=5
- ✅ 🔒 Create a Preference Attribute called DoNotTrack.
Explanation:-Link - https://help.salesforce.com/articleView?id=mc_es_do_not_track_email_opens_and_clicks.htm&type=5
- In Setup, change DoNotTrack to On.
- Mark the default DoNotTrack Profile Attribute to correct.

**Q8) Which field CANNOT be updated in Company Information?**

- Company Name
- Country
- ✅ 🔒 Account Name
- Company Address (Street, City, State, ZIP/Postal Code)

**Q9) What are potential risks of using Non-Scope by User Data Access configuration for Marketing Cloud Connect? (choose two)**

- Users may be able to view more records than they should have access to in CRM, creating a security risk.
- ✅ 🔒 A User may run a report displaying only records visible to them but containing additional records they don't see, causing a send to deploy to more contacts than intended.
- Contacts may not be able to unsubscribe due to incorrect Account mapping.
- ✅ 🔒 A User may run a report containing records visible to them but not the Salesforce System User, causing zero emails to be sent.

**Q10) Which statement best describe a contact and a subscriber?**

- A contact is always a subscriber. A subscriber is always a contact.
- A contact is a person who opts to receive communications through a specified channel. A subscriber is anyone you send messages to.
- ✅ 🔒 A contact is a person you are going to send messages to. A subscriber opted to receive communications or belongs to a particular channel.
- A contact is a person who opts in to text messages. A subscriber is a person who opts in to email messages.