

Q1) What is the recommended security setting for session timeout?

2 days

1 hour

20 minutes

Never

Q2) How can you locate your MID? (Choose 2)

Q3) Which of the following statements is true about deleting contacts?

It is best to move unengaged subscribers to a separate synchronized population group.

It is best to delete unengaged subscribers in order to reduce cost.

It is best to unsubscribe unengaged contacts from individual channels rather than delete them.

It is best to move unengaged subscribers to a synchronized data extension.

Q4) What should you create to synchronize objects from Service Cloud, pull the information into Marketing Cloud, and share contact data with business units?

Create a synchronized attribute group in Marketing Cloud and link the objects to Service Cloud.

Create a synchronized population group in Service Cloud and link the objects to Marketing Cloud.

Create a synchronized data extension.

Create a synchronized data source with the sharing window set to outside the business unit.

Create a synchronized attribute group.

Q5) What do you use to synchronize Sales Cloud and Service Cloud data with Marketing Cloud?

Journey Builder

Data Designer

Contact Builder

Marketing Cloud Connect

Email Studio

Q6) What value do you need to review the status of a Contact Delete request?

Status

OperationID

ContactKey

PartnerKey

Q7) Where do contact deletions take place in Enterprise 2.0 accounts?

Q8) Correct or Incorrect: Delete requests take precedence over all other account activities.

Q9) Which page has links to help you check the health of your Marketing Cloud instance?

Database page

Compliance page

Status page

Security page

Q10) Which page contains best practices for keeping your Marketing Cloud instance secure?

Trust page

Security page

Compliance page

Status page

Q11) Which of the following can you use to locate your Marketing Cloud database?

Node ID

Marketing Cloud ID (MID)

Org ID

Database ID

Q12) Correct or Incorrect: You can receive notifications about the status of your Marketing Cloud instance via email.

Incorrect

Correct

Q13) Which of the following are features of Marketing Cloud Connect?

Q14) Which Salesforce CRM Edition supports Marketing Cloud Connect?

Q15) Before installing the managed package, what CRM feature needs to be verified?

Record types on the contact and lead objects

Person accounts

Default workflow user

Platform events

Multicurrency

Q16) Why is it important to set up a Salesforce System User?

The system user is the only one who can customize Marketing Cloud Connect.

The CRM org can't function without a system user.

This user record connects Marketing Cloud to the CRM org.

The Salesforce admin doesn't have privileges that the system user does.

Q17) Before you create the Marketing Cloud API user, what do you do?

Q18) Who can add social accounts to a workspace?

Q19) A workspace consists of what blocks?

Keywords

Topic profiles

Users

None of these

Q20) Correct or Incorrect: You need to be a workspace admin to add workspace users.

Incorrect

Correct

Q21) What is a topic profile?

A group of related words.

A dashboard of social media posts.

Company information shared on social medi

A social media search composed of keywords and filters.

Q22) Correct or Incorrect: You can customize keyword groups using logic operators.

Incorrect

Correct

Q23) Which statement best describes sentiment tuning?

Targeting a specific social audience

The process of listening to your audience to understand how they feel about your brand, competitors, or industry

Using emojis in social posts

Singing about your feelings

Q24) Correct or Incorrect: Transparent Data Encryption prevents unauthorized data access, even if somebody has physical possession of the encrypted drive.

Incorrect

Correct

Q25) What does Identity Verification use to verify your browser or app?

Carrier pigeon

SMS message

Phone call

Email

Q26) Which keys require you to upload a certificate?

Q27) What activity uses salt keys?

Q28) How can you obtain SSL certificates for use with Marketing Cloud?

Q29) Correct or Incorrect: You should pass SubscriberKey values in the clear.

Q30) Correct or Incorrect: You should store credit card numbers in Marketing Cloud.

Q31) Where should you store refresh token values?

Thumb drive

Your own server

Marketing Cloud

Triplicate forms

Q32) What percentage is a good goal for sentiment agreement?

0.95

0.79

0.46

0.25

Q33) What app do you use to authenticate a Marketing Cloud business unit with your Salesforce org?

Distributed Marketing Settings

Distributed Marketing Authentication

Distributed Marketing Administration

Distributed Marketing Security

Q34) Which step is part of setting up Distributed Marketing?

Add the Distributed Marketing component.

Create a recipient profile.

Map system attributes.

Create an entry event data extension.

Q35) What can you do with Quick Send?

Review and send a series of messages to individuals or groups of individuals.

Send a single message to an individual.

Create new campaign messages.

Display a list of messages you receive from Distributed Marketing users.

Q36) Where do you click Connect Campaign to associate a campaign with a journey?

In the Campaign Messages component on the lead or contact record

In the Campaign Messages component on the campaign record

In Journey Builder

In Email Studio

Q37) What do you create in Marketing Cloud to test the Distributed Marketing setup in Sales Cloud?

Q38) What's the passing score for the Marketing Cloud Administrator Certification exam?

0.62

0.65

0.67

0.7

Q39) The setup section makes up what percentage of the Marketing Cloud Administrator Certification exam?

0.14

0.15

0.19

0.38

Q40) Which objective is the most heavily weighted for the Marketing Cloud Administrator Certification exam?

Channel management

Subscriber data management

Setup

Maintenance

Q41) The subscriber data management section makes up what percentage of the Marketing Cloud Administrator Certification exam?

0.1

0.18

0.2

0.05

Q42) The subscriber data management section of the exam covers which key topics?

Integrations and data quality

Data quality and mail management

Business units and security

Marketing Cloud extension products

Q43) The maintenance section of the exam covers which key topics?

Configuring integrations

Data quality and mail management

Data cleanup

Digital marketing compliance

Q44) The digital marketing section makes up what percentage of the Marketing Cloud Administrator Certification exam?

Q45) The digital marketing section of the exam covers which key topic?

Data quality and mail management

Contact model

Product offerings

Advertising Studio configurations

Q46) The channel management section makes up what percentage of the Marketing Cloud Administrator Certification exam?

0.15

0.16

0.35

0.38

Q47) The channel management section of the exam covers which key topics?

Product offerings

Data compliance

Configuration of Email Studio

Data filters, filter activities, and data extensions

Q48) The maintenance section makes up what percentage of the Marketing Cloud Administrator Certification exam?

0.1

0.15

0.2

0.05