

**Q1) Which statements are true about Marketing Cloud and Marketing Cloud Connect when using Non-Scope by User configuration? (choose 3)**

- ☒ ☐
- Within the Marketing Cloud, returned subscribers are not limited to what is visible to the user initiating the send.
- ☐ ☒
- Within the Marketing Cloud, report or campaign lists are limited to only what is visible to the user initiating the send.
- ☒ ☐
- Password policies are not in effect, making this configuration easy to maintain because passwords do not expire.
- ☒ ☐
- An administrator can set up a user without entering a password.
- ☐ ☐
- Users are always prevented from sending to report or campaign members who are not visible to them without notice.

**Q2)**

**With non-scope by user accounts, imports return results based on the Salesforce system user's data access. With scope by user accounts, all automated import activities are executed as the Marketing Cloud API user, and the number of records reflect the Salesforce system user's level of access to data.**

**Manual import activities respect scoping, so the number of records that appear in the report are specific to the user who is running the import.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q3) All Contacts functions across Studios/Channels at a Business Unit level.**

- ☐ Correct
- ☒ ☐
- Explanation:-**
- Sometimes accounts with business units can't access all contacts. Some contact records can overlap in business units, but other contacts can remain available only to a particular business unit. Link -
- [https://help.salesforce.com/articleView?id=mc\\_cab\\_contact\\_definition\\_and\\_count\\_determination.htm&type=5](https://help.salesforce.com/articleView?id=mc_cab_contact_definition_and_count_determination.htm&type=5)
- ☒ ☐ Incorrect

**Q4) Which of the following are all reasons to know your Marketing Cloud instance? (choose 3)**

- ☒ ☐
- The instance helps you use the release schedule to predict when new features are released to your account.
- ☐ ☐
- The instance identifies the top-level parent in your Enterprise account.
- ☒ ☐
- The instance helps you monitor any performance concerns on the Salesforce Trust site.
- ☒ ☐
- The instance is needed to configure the Web Collect URL, SOAP Web Services API, and more.
- ☐ ☐
- The instance determines priority in sending on each Marketing Cloud server.

**Q5) Why is whitelisting the entire set of IP ranges for your region a best practice?**

- ☐ It minimizes the use of verification codes required for logins, saving time for users and administrators.
- ☒ ☐
- It avoids unintended service disruptions due to movement between primary and secondary instances.
- Explanation:-**
- Refer: [https://help.salesforce.com/articleView?id=000321501&language=en\\_US&type=1&mode=1](https://help.salesforce.com/articleView?id=000321501&language=en_US&type=1&mode=1)
- ☐ It allows users to access Marketing Cloud regardless of their work location without extra authentication.
- ☒ ☐
- It ensures Salesforce login pools can process end users' login authentication when accessing Salesforce.

**Q6) Individual users can change the Time Zone and Date Format for their own accounts in their Settings.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q7) The default Email Display Name and Email Reply To Address for email sends in your Marketing Cloud account should be selected carefully, as they may be used for sending.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q8) The default Email Display Name and Email Reply To Address are configured by the administrator in:**

- ☐ Marketing Cloud Settings
- ☐ Default Sender Profile
- ☒ ☐
- Account Settings
- ☐ General Settings

**Q9) Contact configuration is tied to an individual Business Unit.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q10) All Subscribers are Contacts but not all Contacts are Subscribers**

- ☐ Incorrect
- ☒ ☐ Correct

**Q11) Lightning Experience is supported for Marketing Cloud Connect features.**

- ☒ ☐ Incorrect
- ☐ Correct

**Q12) Marketing Cloud Connect requires a relationship between a single Marketing Cloud account and only one Salesforce org.**

- ☒ ☐ Incorrect
- ☐ Correct

**Q13) It is recommended that you use a dedicated system user as the Salesforce System User, which does consume a user license.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q14) The Marketing Cloud Connect API user is typically a shared user.**

- ☒ ☐ Incorrect
- ☐ Correct

**Q15) If a Sales or Service Cloud org is connected to a Marketing Cloud Enterprise 2.0 account, the Marketing Cloud Connect API user's Business Unit access in the Marketing Cloud determines which Business Units are available for use within the Sales or Service Cloud.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q16) You must manually manage the linking of disparate IDs for Contact Visualizer to function across Studios/Builders; Marketing Cloud does not do this automatically.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q17) Developers creating Android apps for use with MobilePush must whitelist regional IP addresses in their Google API Key Configuration IP Whitelist.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q18) When modifying the Lead/Contact Page Layouts in CRM for Marketing Cloud connect, add: (choose 3)**

- ☒ ☐
- Email Sends
- ☒ ☐
- Lead/ContactActions
- ☒ ☐
- Individual Email Results
- ☐ Email Tracking
- ☐ Marketing Cloud Sends

**Q19) The choices you make for Tracking setup in Marketing Cloud Connect can affect the overall storage of your CRM org.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q20) Benefits to Distributed Marketing? (pick 3)**

- ☐ Allow for nightly reporting on tracking and ROI.
- ☒ ☐
- Let business users focus on customer relationships.
- ☒ ☐
- Customize messages quickly and intuitively.
- ☐ Allow Sales to manually import customers into journeys.
- ☒ ☐
- Maintain brand consistency and compliance.

**Q21) If you don't log out of active Marketing Cloud sessions when configuring Distributed Marketing, Salesforce automatically authenticates against an active session.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q22) After a Business User sends a message using Distributed Marketing, Distributed Marketing adds the contact or lead to the appropriate data extension along with data from the contact or lead, such as unique identifier (ContactID or LeadID), email address, and the user ID of the user who pressed Send.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q23) Campaign Marketplace in Distributed Marketing allows you to create and share collections—or marketplaces—of campaigns based on common categories, themes, and intentions.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q24) Whitelist the following domains, if you have policies to whitelist only MC domains: (choose 3)**

- ☒ ☐
- \*.marketingcloudapps.com
- ☐ Code.marketingcloud.com
- ☒ ☐
- Bounce.exacttarget.com
- ☒ ☐
- Exacttarget.com
- ☐ Help.marketingcloud.com

**Q25) IP Addresses for the following use cases are not instance-specific and should be whitelisted for any tenant: (choose 5)**

- ☒ ☐
- SOAP API Calls
- ☒ ☐
- Device Integrations
- ☒ ☐
- REST API Calls
- ☐ Authenticated Sending
- ☒ ☐
- Authentication API Calls
- ☒ ☐
- FTP Integrations

**Q26) Domain Verification protects your brand reputation by making sure From addresses used in send emails are approved and provides assurance that you send messages from confirmed addresses.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q27) You can import and verify (Bulk Upload) multiple From address in From Address Management in individual accounts.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q28) You can use Distributed Marketing if you use custom objects to track individual records.**

- ☒ ☐ Incorrect
- ☐ Correct

**Q29) Requirements for Distributed Marketing: (choose 3)**

- ☐ Salesforce Pardot with Engage License
- ☒ ☐
- Salesforce Connect with the ability to connect to one external data source
- ☒ ☐
- Salesforce Sales Cloud, Service Cloud, Financial Services Cloud (FSC), or Community Cloud (Partner Community License or Login, only)
- ☒ ☐
- Salesforce Marketing Cloud with Journey Builder
- ☐ Available Marketing Cloud licenses for every Sales user of Distributed Marketing

**Q30) A Marketing Cloud license is required for every Distributed Marketing user.**

- ☒ ☐ Incorrect
- ☐ Correct

**Q31) Distributed Marketing can be used with Enterprise 1.0 and 2.0 editions of Marketing Cloud.**

- ☒ ☐ Incorrect
- ☐ Correct

**Q32) To use Distributed Marketing, each business unit requires a unique Marketing Cloud user (a system user), where the business unit you want to connect is the default business unit of the system user.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q33) Distributed Marketing requires Lightning.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q34) All Marketing Cloud accounts use a pool of IP Addresses that vary depending upon send volume by default. All administrators should therefore whitelist the ranges of IPs for the stack their instance resides in.**

☒ ☐ Correct

**Explanation:-**Assign a unique IP address to your account and manage your own sending reputation in Marketing Cloud Email Studio. When your send volume is high enough that your sending reputation is hard to control in a shared IP pool, investigate using a dedicated IP address. Link - [https://help.salesforce.com/articleView?id=mc\\_es\\_dedicated\\_ip.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_dedicated_ip.htm&type=5)

☐ Incorrect

**Q35) Where do you navigate in Setup to create users?**

- ☒ ☐ Users
- ☐ Role Setup
- ☐ Role
- ☐ Role Setup

**Q36) Business units are used to:**

- ☒ ☐
- Control access to information and sharing of information throughout Marketing Cloud.
- ☐ Ensure that content can be modified by all Marketing Cloud users.
- ☐ Track the total number of businesses you send emails to.
- ☐ None of these

**Q37) What should you do before creating business units?**

- ☐ Delete your users.
- ☐ Rename your folders.
- ☒ ☐
- Map your organizational structure for business units.
- ☐ Send a test email from Marketing Cloud.

**Q38) Correct or Incorrect: A triggered send is when you choose a specific time and recipient for a message.**

- ☒ ☐ Incorrect
- ☐ Correct

**Q39) Which statement best describes a contact and a subscriber?**

- ☐ A contact is always a subscriber. A subscriber is always a contact.
- ☐ A contact is a person who opts in 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.

**Q40) What is used by Salesforce to uniquely identify a contact throughout Marketing Cloud?**

- ☐ Contact Account Number
- ☐ Contact Key
- ☒ ☐
- Contact ID
- Explanation:-**Contact ID is a unique number for your contacts in Salesforce Marketing Cloud. This number helps uniquely identifying the contact on the back-end system. This is an application level number thru the entire Marketing Cloud system.
- ☐ Subscriber ID
- ☐ Subscriber Key

**Q41) Which Contact Builder tool is used to define, organize, and relate information about a contact within an account?**

- ☐ Journey Builder
- ☒ ☐
- Data Designer
- ☐ Email Studio
- ☐ Data Extension
- ☐ Population

**Q42) Which type of data source connects two different contact data tables to each other based on a particular field?**

- ☐ Population
- ☐ Synchronized Data Extension
- ☒ ☐
- Attribute Group
- ☐ Data Designer
- ☐ Contact Key

**Q43) Correct or Incorrect: Contact Delete requests remove contact information from sendable data extensions only and does not affect data in other data extensions.**

- ☐ Incorrect
- ☒ ☐ Correct

**Q44) Which of these data sources does not contain contact information?**

- ☒ ☐
- Email Header and Footer Rules
- ☐ Filters
- ☐ Queries
- ☐ Data extensions