



Q1) Data that passes the retention limits will be permanently deleted.

- ☐ Incorrect
- ☒  Correct


Q2) Which is NOT a Data Retention delete option:

- ☐ All Records and Data Extensions
- ☐ All Records
- ☐ Individual Records
- ☒  Data Extensions


Q3) Member Identification Code (MID) is a _____ ID:

- ☒  Numeric
- ☐ Alphanumeric
- ☐ Text

Q4) How can you find your Member Identification Code within your Marketing Cloud account? (choose 2)




- ☐ Under your username, navigate to Setup. The MID is displayed on the Setup Home screen in Metrics.
- ☒  Hover over your account name in the top corner of the Marketing Cloud interface, immediately to the left of your username.

Explanation:-Link - <https://trailhead.salesforce.com/en/content/learn/modules/marketing-cloud-developer-basics/learn-administration-basics>




- ☐ Under your username, navigate to Setup. Use Quick Find to navigate to Company Settings. The MID is the Account ID.
- ☒  Under your username, navigate to Setup. Use Quick Find to navigate to Account Settings. The MID is the Account ID.

Explanation:-Link - <https://trailhead.salesforce.com/en/content/learn/modules/marketing-cloud-developer-basics/learn-administration-basics>



Q5) Which of the following are true about All Contacts in Contact Builder? (choose 3)

- ☒  All Contacts functions at the Enterprise/Parent level.
- ☒  All Contacts functions across all Channels in Marketing Cloud.
- ☐ All Contacts are Subscribers.
- ☒  All Contacts contains All Subscribers plus anything marked as a Population.
- ☐ All Contacts automatically links records across Studios/Channels.


Q6) Which statements are correct about Marketing Cloud and Marketing Cloud Connect when using Non-Scope by User configuration? (choose 3)

- ☐ Users are always prevented from sending to report or campaign members who are not visible to them without notice.
- ☒  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.
- ☒  Within the Marketing Cloud, returned subscribers are not limited to what is visible to the user initiating the send.



Q7) Before you can enable marketers to include the Distributed Marketing content blocks in emails, you need to do two things.

- ☐ Create a new Business Unit to house Distributed Marketing.
- ☒  Add the custom content blocks that you want to use as components.
- ☒  Add the Distributed Marketing installed package to your Marketing Cloud account.
- ☐ Limit roles in Sales Cloud to only provide access to the Marketing functionality.




Q8) Northern Trail Outfitters purchased a Sender Authentication Package (SAP) and is provisioned within the account. The Marketing Cloud admin wants to ensure the private domain being used as the From Address for email sends has been verified. How could the admin meet this requirement?

- ☐ Register each From Address with this domain individually by sending a verification email to each email address.
- ☐ Register the private domain using Domain Registration.
- ☒  The administrator does not need to verify the private domain.
- ☐ Register each From Address with this domain by importing a data extension and sending a verification email to each email address.

Q9) Distributed Marketing channels supported: (choose two)

- ☒  SMS
- ☒  Email
- ☐ Social
- ☐ Push

Q10) Which send process can use Sender Profiles? Choose 3 Answers.

- ☒  User-Initiated Sends
- ☒  Triggered Sends
- ☐ Simple Automated Sends
- ☒  Guided Sends