

Q1) 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.

Q2) 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.

Q3) 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.

Q4) Distributed Marketing channels supported: (choose two)

- ☒ SMS
- ☒ Email
- ☐ Social
- ☐ Push

Q5) Which send process can use Sender Profiles? Choose 3 Answers.

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

Q6) What Salesforce Editions work with Marketing Cloud Connect? (choose 4)

- ☐ Basic
- ☒ Developer
- ☒ Unlimited
- ☒ Enterprise
- ☒ Performance
- ☐ Professional

Q7) How do you find information on your MC instance?

- ☐ Click on "Status" at any time in the top navigation menu of the Marketing Cloud interface.
- ☐ Under your username, navigate to Setup. Use Quick Find to navigate to Account Settings. The instance information is displayed in Account Settings.
- ☐ Hover over your account name in the top corner of the Marketing Cloud interface, immediately to the left of your username. Click the hyperlinked instance # to view detailed information.
- ☒ On trust.salesforce.com, click "Status" and enter your MID to display information.

Q8) Which IPs should be whitelisted when first configuring MC?

- ☒ Whitelist the entire set of IP ranges for your region.
- ☐ None - all users should use the standard verification process as a best practice.
- ☐ Whitelist the IP ranges of your frequent Marketing Cloud users and administrators and Marketing Cloud Support.
- ☐ Whitelist the IP addresses of the administrative users.

Q9) Which of the following are correct about All Contacts in Contact Builder? (choose 3)

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

Q10) Northern Trail Outfitters plans to integrate their Sales Cloud Contacts. How should their Marketing Cloud admin configure the Sync of the contact object so that only marketable contacts are synced over?

- ☐ Select all marketable records.
- ☐ Select all new records.
- ☒ Select all records with an email address.
- ☐ Select all records.

Q11) Northern Trail Outfitters wants to switch on the out-of-the-box audit trail functionality in the Marketing Cloud account, however they cannot see the option to enable it. What could be the likely cause?

- ☐ User is missing the marketing cloud api user rights.
- ☒ User is missing the marketing cloud security administrator rights.
- ☐ User is missing the marketing cloud administrator rights.
- ☐ User is missing the marketing cloud viewer rights.

Q12) Recommended setting for Login Expires After Inactivity:

- ☐ 60 days or less
- ☐ 45 days or less
- ☒ 90 days or less
- ☐ 180 days or less

Q13) How do you setup Company Info?

- ☒ In Marketing Cloud Setup, click Company Settings, Account Settings, Edit.
- ☐ In Marketing Cloud Setup, go to Account Settings, Company Information, Edit.
- ☐ Marketing Cloud Support will set this up on your behalf.
- ☐ In the dropdown to the left of your username, click on the Business Unit, then Setup.

Q14) The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort. Which three items will Validate check in an email message? Choose 3 answers

- ☒ Correct syntax is used on any AMPScript in the email's code.
- ☒ Each content area specified in a dynamic content rule exists.
- ☒ Personalization strings map to attributes or data extension fields
- ☐ Grammar and spelling in the email text is correct.

Q15) As a Marketing Cloud Administrator you have been told about how heavy scripting in the email leads to severe delays in sending emails out the door. The Marketing department has asked you whether there is a possibility to speed things up. Which of the below functionality will be best suited for the need?

- ☐ Sending through journey builder.
- ☒ Enabling burst sending.
- ☐ Do not use scripting in emails.
- ☐ Sending through automation studio.

Q16) Global Conveyors has a new business unit. What should Admin do before creating business units?

- ☒ Map your Organizational Structure for business unit
- ☐ Delete your users
- ☐ Send a test email from Marketing Cloud
- ☐ Rename your folders

Q17) Northern Trail Outfitters (NTO) an outdoor gear store, manages customer relationships in Sales Cloud and sends emails in Marketing Cloud.

NTO offers a 30 day free trial program and sends three emails about the program each day:

- A follow up email to contacts who signed up for the program 14 days ago.

-A follow up email with a reminder about the trial expiration to contacts who signed up for the program 27 days ago.

NTO sends emails automatically from Marketing Cloud, using Sales Cloud reports that filter contacts by corresponding dates.

What type of campaign should be created to meet this requirement?

- ☒ Drip campaign

Explanation:-

Refer:

https://help.salesforce.com/articleView?id=mc_co_30_day_drip_campaign_salesforce_reports_salesforce_data_extensions_and_automation_studio.htm&type=5

- ☐ Trail campaign
- ☐ Continuous campaign
- ☐ Nurture campaign

Q18) As an administrator you have received the following request from the Marketing Team: We want to be able to act on real-time interaction data and pick the next best action depending on user behavior? Which Marketing Cloud add-on would best serve the purpose?

- ☒ Interaction Studio
- ☐ Automation Studio
- ☐ Journey Builder
- ☐ None of these

Q19) Why is whitelisting the entire set of IP ranges for your region a best practice? Choose two.

- ☐ 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.
- ☐ 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.

Q20) A marketing team wants to export specific send data from their account on a weekly basis. This data needs to be encrypted and generated with specific column names which allow for import directly into a third-party analytics system. Which method should be used to pull the data from Marketing Cloud?

- ☐ Query Activity
- ☐ Tracking Data Extract
- ☐ Data Extension Export
- ☒ Data Extension Extract

Q21) Global Conveyors is determining the marketing cloud instance (MID). What can the admin do with this information? Choose two answers.

- ☒ Configure a Web Collect URL
- ☐ Configure Marketing Connect URL
- ☐ Obtain appropriate URL endpoint for use with REST Service API
- ☒ Obtain appropriate URL endpoint for use with SOAP Service API

Q22) Which account type merges an account with a contact in a single view?

- ☐ Commercial Account
- ☐ User Account
- ☒ Person Account
- ☐ Consumer Account

Q23) Global Conveyors requested the Admin configure a spam filter to exempt certain email messages from being filtered or rejected. Which process should the Admin apply?

- ☐ Data filter
- ☒ allowlisting

Explanation:-

Allowlisting is the correct answer - https://help.salesforce.com/articleView?id=sf.mc_overview_glossary.htm

- ☐ AMPScript
- ☐ Workflow

Q24) A Marketing Cloud admin has created some profile attributes, but doesn't want the customer to see them in the profile center. How should the attributes be configured?

- ☐ Mark the attribute as read-only.
- ☐ Mark the attribute as a preference center attribute.
- ☐ Mark the attribute as a profile attribute.
- ☒ Mark the attribute as hidden.

Q25) Which deliverability best practice helps the Marketing Admin build a positive sending reputation with ISPs?

- ☒ IP Warming
- ☐ Subscriber Preview
- ☐ Text Versions
- ☐ Content Detective

Q26) 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

Q27) 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.

Q28) Which one of these data sources does not contain the contact information?

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

Q29) Recommended setting for User Passwords Expire In:

- ☐ 180 days
- ☐ 45 days
- ☐ 60 days
- ☒ 90 days

Q30) 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 ISPs that use dynamic content can be tracked using these reports.
- ☐ Only listed ISPs are tracked.
- ☐ Only Return Path-maintained email addresses are tracked.

Q31) 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

Q32) 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.

Q33) Which field CANNOT be updated in Company Information?

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

Q34) 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.

Q35) 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.

Q36) A marketing team accidentally sends SMS campaigns intended for 4 p.m. at 4 a.m. They would like to use a Blackout Window to prevent this from happening again. Which two actions would a Blackout Window prevent?

- ☒ Sends manually initiated during the Blackout Window.
- ☐ Large sends started before the blackout window begins.
- ☒ Scheduling sends during the Blackout Window.
- ☐ Sends conducted using Mobile Connect API calls.

Q37) What are the Benefits to Distributed Marketing? (pick 3)

- ☐ Allow for nightly reporting on tracking and ROI.
- ☒ Maintain brand consistency and compliance.
- ☒ Let business users focus on customer relationships.
- ☒ Customize messages quickly and intuitively.

Q38) Which type of data source connects two different contact data tables to each other based on particular field?

- ☐ Data Designer
- ☐ Contact Key
- ☐ Synchronised Data Extension
- ☒ Matched Group

Q39) For most Marketing Cloud Connect functionality, users need: (choose 2)

- ☐ Transparent Data Encryption
- ☒ Marketing Cloud License
- ☐ Single Sign-On Functionality
- ☒ Sales or-Service Cloud License

Q40) A Marketing Cloud admin wants to maximize login security to ensure that data is protected. Which two settings are recommended?

- ☐ The session timeout set to 8 hours.
- ☒ The login expires after inactivity set to 90 Days.
- ☒ The invalid logins before lockout set to 3 Attempts.
- ☐ The minimum username length set to 6 characters.

Q41) Northern Trail Outfitters enabled enhanced sender profile feature. The NTO admin wants to create personalized email sends to their customers using the names of specific customer service representatives. While the content of the send remains same across the email send, the marketer wants the From Name to appear different for each subscriber. What are next steps for email personalization? Choose 2.

- ☒ Create a sender profile that uses AMPScript to dynamically pull information from the subscriber attributes populated by Salesforce information.
- ☐ Create subscription preference to track user's behavior.
- ☒ Create From Name and From Email attributes for their subscribers to hold the From information to include in the send.
- ☐ Create a workflow to update member status.

Q42) How are publication lists used in the Marketing Cloud?

- ☐ To manage subscribers in guided and triggered email sends.
- ☒ To allow subscribers to opt-down/out instead of unsubscribing from all.
- ☐ To build dynamic content rules by subscriber type.
- ☐ To send communication to all subscribers, regardless of opt-in status.

Q43) Northern Trail Outfitters (NTO) is adding Mobile Studio to its marketing tools. Currently, NTO uses Email Studio and Journey Builder to send email messages. They are using a unique alphanumeric as the Subscriber Key in Email Studio. What should the administrator do to prevent duplicates across all Marketing Cloud channels?

- ☐ Use Merge functionality for new Mobile contacts.
- ☒ Use a single Contact Key value.
- ☐ Use channel-specific unique identifiers.
- ☐ Turn on Contact Matching in Setup.

Q44) Which statement is INCORRECT about Tenant Types?

- ☒ On Business unit, a tenant is the single account.
- ☐ On agency, each top-level account and each associate client account is a separate tenant.
- ☐ On Enterprise 2.0, tenant is the top-level account and all associated business units.
- ☐ On Enterprise, a tenant is the top-level account and all associated ON-Your-Behalf or Lock & Publish business units.

Q45) Which standard Marketing Cloud role creates and delivers messages through applicable channel apps?

- ☐ Marketing Cloud Content Manager
- ☒ Marketing Cloud Channel Editor/Publisher
- ☐ Marketing Cloud Administrator
- ☐ Marketing Cloud Viewer

Q46) What should the Admin create to synchronize objects from Service Cloud Mobile, pull the information into Marketing Cloud, and share contact data with business units?

- ☐ Create a synchronized attribute group.
- ☐ Create a synchronized data source with the sharing window set to outside the business unit.
- ☐ Create a synchronized population group in Mobile Service Cloud and link the object to Marketing Cloud.
- ☒ Create a synchronized data extension.

Q47) Which type of data extension has a send relationship and adds contacts to all subscribers when you send to them?

- ☐ Attribute Data Extension
- ☐ Transferable Data Extension
- ☐ Transmittal Data Extension
- ☒ Sendable Data Extension

Q48) Which of the following statements is correct about deleting contacts?

- ☐ It is best to delete unengaged subscribers in order to reduce cost.
- ☐ It is best to move unengaged subscribers to a separate data extension.
- ☐ It is best to move unengaged subscribers to a synchronized data extension.
- ☒ It is best to unsubscribe unengaged contacts from individual channels rather than delete them.

Q49) Options for level of data access in Marketing Cloud Connect?

- ☒ Non-scope by User / Scope by User
- ☐ Admin User / Basic User
- ☐ Limited User / Unlimited User
- ☐ Full Access / Limited Access