




Q1) 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.

Q2) 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


Q3) 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.


Q4) 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



Q5) Which application serves as your real-time, direct line to understanding customer data?

- ☐ BrandBuilder
- ☐ Content Box
- ☒  Audience Builder
- ☐ Application Switcher


Q6) A Marketing Cloud administrator is asked by the Legal Team to automatically process certain keywords (such as “Unsubscribe”) when received as a reply to an email send, and to remove the Out of Office replies to help the team better interact with customer responses. Which functionality should they use?

- ☐ Tracking extracts.
- ☐ Preference management center.
- ☒  Reply mail management.
- ☐ Sql query in automation studio.



Q7) A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:
- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the Orders and includes the unique identifier of the customer
In which two ways should the admin configure Data Designer to allow this data to be used within a Journey?
Choose 2 answers

- ☐ Link the Customers data extension to the data model using Email Address
- ☒  Link the Customers data extension to the data model using Customer ID
- ☐ Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- ☒  Link the Orders data extension to the Customers data extension using a One-to-Many relationship




Q8) What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?

- ☐ Business name and physical mailing address
- ☐ Business name and a link to the business website
- ☐ Preference Center link and a link to the business website
- ☒  Preference Center link and physical mailing address

Q9) Setup Assistant provides information and resources for configuring a new Marketing Cloud account. Which two topics does Setup Assistant cover? Choose 2 answers

- ☒  Setting up the Data Structure
- ☒  Managing the Enhanced SFTP
- ☐ Enabling Mobile Connect
- ☐ Configuring Journey Builder

Q10) Which three considerations should be made when setting up Distributed Marketing? Choose 3 answers

- ☒  Messages can be sent to Contacts, Leads, and Person Accounts.
- ☐ Business users can select any email at time of send.
- ☒  The DM administrator Profile is required to access Distributed Marketing.
- ☒  Default options can be set up for the greeting in the email.