2 days
 1 hour ❷ 20 minutes Never Q2) How can you locate your MID? (Choose 2)
 In Account Settings under Setup Next to your username In Setup under MID None of these
 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.
 ❷ 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? ☑ ② Top-level accounts and all business units in the specified Enterprise 2.0 account.
 A specified group of business units Just the top-level business unit All Enterprise 2.0 accounts and business units you manage Q8) Correct or Incorrect: Delete requests take precedence over all other account activities.
 ✓ Solution Incorrect Correct 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 Status page Q11) Which of the following can you use to locate your Marketing Cloud database?
 Node ID ✓ S 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? ✓ ♠ Marketing Cloud users can use data and events from Salesforce CRM in Journey Builder. ● Service Cloud users can send push notifications directly to contacts from a case detail screen.
 ✓ CRM users can see email tracking data on the contact record. None of these Q14) Which Salesforce CRM Edition supports Marketing Cloud Connect?
 Enterprise Edition Professional Edition Essentials Edition None of these
 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? ② Onfigure the connected app settings in Salesforce CRM. Oreate field mapping. Connect to Marketing Cloud within Salesforce CRM.
● Set up your CRM Sales Cloud end user. Q18) Who can add social accounts to a workspace? Set up your CRM Sales Cloud end user.
 Workspace contributor ❤ Workspace admin None of these Q19) A workspace consists of what blocks?
 ■ Keywords ☑ ❸ Topic profiles ☑ ❸ 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 ☑ ❸ 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
 Q25) What does Identity Verification use to verify your browser or app? Carrier pigeon SMS message Phone call ❤ Email
 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? → Symmetric → Asymmetric
Q25) What does Identity Verification use to verify your browser or app? Carrier pigeon SMS message Phone call BE Email Q26) Which keys require you to upload a certificate? SSH Symmetric Symmetric None of these Q27) What activity uses salt keys? DYPUT use with Journey Builder Text encryption File transfer SSO authentication Q28) How can you obtain SSL certificates for use with Marketing Cloud?
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② € Correct Q25) What does Identity Verification use to verify your browser or app? ○ Carrier pigeon SMS message Phone call ② € Email Q26) Which keys require you to upload a certificate? ○ SSH Symmetric ② Asymmetric ○ None of these Q27) What activity uses salt keys? ○ Ø JWT use with Journey Builder Taxt encryption File transfer SSO authentication Q28) How can you obtain SSL certificates for use with Marketing Cloud? ② Ø Have Marketing Cloud purchase them for you ③ Ø Buy them yourself Upload from your library None of these Q29) Correct or Incorrect: You should pass SubscriberKey values in the clear. ② Ø incorrect ○ Correct
② ⊕ Correct Q25) What does Identity Verification use to verify your browser or app? ○ Carrier pigeon SMS message Phone call ② ⊕ Email Q26) Which keys require you to upload a certificate? ② ⊕ SSH Symmetric None of these Q27) What activity uses salt keys? ② ⊕ JWT use with Journey Builder Text encryption File transfer SSO authentication Q28) How can you obtain SSL certificates for use with Marketing Cloud? ② ⊕ Have Marketing Cloud purchase them for you ② ⊕ Buy them yourself U pload from your library None of these Q29) Correct or Incorrect: You should pass SubscriberKey values in the clear.
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