1. **Subscriber and Data Management: 26%**
   1. [Email Studio List Versus Email Studio Data Extension](https://help.salesforce.com/s/articleView?id=sf.mc_es_list_versus_data_extension.htm&type=5)
   2. List
      1. A list is a compilation of subscribers that receive your communications. You create as many lists as you need to segment your subscribers so that you can target your email communications. See the Lists Feature Guide for more information and procedures about lists.
         1. Use Lists when:
            1. your lists contain 500,000 subscribers or fewer long term
            2. you prefer simplicity over performance
            3. you do not require a fast-import speed
            4. you plan to use a limited number of subscriber attributes
            5. you use the XML API
   3. Data Extension
      1. A data extension is a table within the application database that contains your data. You could use a data extension to store sendable subscriber data like Lists or just to house relational data. See the Data Extension Feature Guide for more information and procedures about data extensions.
         1. Use Data Extensions when:
            1. your lists are going to be greater than 500,000 subscribers
            2. you support multiple subscriber data sets with separate definitions
            3. you send global messages
            4. you require fast import speeds
            5. you implement triggered sends
            6. you use the SOAP or REST APIs
            7. you prefer a flexible subscription model
   4. Use a List when:
      1. your lists will contain <= 500,000 subscribers
      2. you prefer simplicity over performance
      3. you do not require fast import speed
      4. you plan to use a limited number of subscriber attributes
      5. you use the XML API
   5. Use a Data Extension when:
      1. your lists are >= 500,000 subscribers
      2. you support multiple subscriber data sets (with separate definitions)
      3. you send global messages
      4. you require fast import speeds
      5. you implement triggered sends
      6. you use the SOAP or REST APIs
      7. you prefer a flexible subscription model
   6. A **profile attribute** Subscriber data. (Name, email, customerID)
   7. A **preference attribute** HOW a subscriber prefers to receive email. These are specified as “yes or no” choices to a declarative statement. For example: “The subscriber prefers to receive an email as HTML.”
   8. Use a **profile attribute** to store information important for segregating your subscribers into lists or groups.
   9. Use **preference attributes** to specify preferences for your subscribers. Once specified, you may build lists and groups based on these preferences.
   10. [Profile Center Marketing Cloud](https://help.salesforce.com/s/articleView?id=sf.mc_es_profile_center.htm&type=5)
       1. The profile center is a webpage where subscribers can enter and maintain the personal information that you keep about them.
       2. When you import a list, you can import attribute values for your subscribers that appear when a subscriber visits the profile center. The subscriber can update their information on this page and provide additional information. Your subscribers can view their data and their subscriptions to your communications.
       3. In the Profile Center, subscribers see all of the attributes defined in your account that you don’t mark as hidden. If the attribute is read-only, the subscriber can see its value for that attribute but cannot change it. In compliance with the latest  CAN-SPAM laws, every Profile Center page now includes a global opt-out option.
   11. Generally, there are three types of opt-out or ways to unsubscribe from a Marketing Cloud account:
       1. **List Unsubscribe**: By unsubscribing from a list or publication list from the out-of-the-box preference center or custom preference center, the user will opt-out from a specific newsletter type
       2. **Global Unsubscribe**: Occurs when a subscriber chooses to unsubscribe from every email sent from Marketing Cloud.
       3. **Master Unsubscribe**: By clicking the “Unsubscribe from all” link in the out-of-the-box preference center, the user status is set to Unsubscribed on all your lists and your master list.
   12. [Subscriber and Data Management](https://help.salesforce.com/s/articleView?id=mc_es_subscribers_without_enhanced_subscriber_features.htm&type=5&language=en_US)
   13. **Web Collect**is Email Studio’s sign-up form functionality that allows your subscribers to subscribe, provide attribute information, or unsubscribe from your communications on your website.
       1. Web Collect exclusively works with Lists, for each instance of a Web Collect form on your website, you will have to at least provide the List ID (LID) and Member ID (MID) of your account.
       2. [Email Studio Web Collect](https://help.salesforce.com/s/articleView?id=sf.mc_es_email_studio_web_collect.htm&type=5)
   14. **Smart Capture**is a tool used to create lead capture forms to include in Cloud Pages or Landing Pages. Smart Capture supports subscriber lists, data extensions or outside data sources such as an integrated CRM system. It can be created with WYSIWYG tools available in Cloud Pages.
   15. You can use a Smart Capture form to:
       1. Generate leads from people who sign up to receive a newsletter or attend an event
          1. Leverage the Smart Capture Event to trigger Journeys in Journey Builder
       2. Send automated emails to people who complete the form
          1. Create and maintain a custom preference center
          2. More stuff
   16. For subscribers on lists (rather than data extensions), you can use Smart Capture to create a custom Profile Center by using AMPscript to read the subscriber data and load that data into the form.
   17. Smart Capture cannot currently be used to create a custom Subscription Center because there is no functionality to retrieve the existing lists in your account.
   18. [Data Extensions in Contact Builder](https://help.salesforce.com/s/articleView?id=sf.mc_cab_data_extensions.htm&type=5)
   19. [Contact Builder Imports](https://help.salesforce.com/s/articleView?id=sf.mc_cab_imports.htm&type=5)