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QUESTION 1

Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com).

Which steps should be taken to implement this? Choose 2 answers

A. Edit the entity Verification Settings

B. Enable IP Whitelisting

C. Add a Domain to the Export Email Whitelist

D. Enforce Export Email Whitelist

Correct Answer: CD

QUESTION 2

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take in order to create Send Classifications? Choose 2 answers

A. Define a Sender Profile.

B. Define a Subscriber -specific From Name.

C. Define custom Reply Mail Management.

D. Define a Delivery Profile.

Correct Answer: AD

QUESTION 3

Northern Trail Outfitters wants to set up their Send Log data extension Which three considerations should be made for long term success? Choose 3 answers

A. Apply an appropriately-scoped Data Retention period

B. Add custom fields not included in the Send Log Template

C. Log attribute data necessary for auditing communications

D. Log all variable data captured in emails at send time

E. Set the period to a fixed date in the Data Retention Policy

Correct Answer: ABC

QUESTION 4

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

A. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.

B. The consultant should enable deep linking in Marketing Cloud Connect configuration.

C. The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.

D. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

Correct Answer: AB

QUESTION 5

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

A. Each content area specified in a dynamic content rule exists.

B. Words or phrases used may trigger spam filters.

C. Grammar and spelling in the email text is correct.

D. Correct syntax is used on any AMPScript in the email\\'s code.

E. Personalization strings map to attributes or data extension fields

Correct Answer: ADE

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