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QUESTION 1

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication.

What would be achieved with SAP?

A. Image URLS are wrapped with the appropriate brand URL

B. The out-of-the-box profile center will display NTO branding

C. A different click domain can be used for each brand

D. A Dedicated IP is automatically warmed up

Correct Answer: A

QUESTION 2

A Marketing Cloud admin has been asked to get the last 30 days of Bounce data from their account. What should the admin use to get granular bounce data in bulk in a pre-defined format?

A. CSV download of bounce data in My Tracking

B. Automation Studio Tracking Extract

C. Automation Studio Query Activity

D. Discover Deliverability Complaint Rate Report

Correct Answer: B

QUESTION 3

A Marketing Cloud admin wants to check the status of a salesforce contacts in All Subscribers. The account is connected to their salesforce org via Marketing Cloud Connect.

Which subscriber key should be used to search for the contact in All Subscribers?

A. 15-digit contact ID

B. Numeric Subscriber ID

C. 18-digit Contact ID

D. Email Address

Correct Answer: C

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QUESTION 4

Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrell

They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible

Which Marketing Cloud product should NTO purchase as a solution?

A. Email Rachments

B. Distributed Sending

C. Content Syndication

D. Analytics Builder

Correct Answer: B

QUESTION 5

Which activity should be used for multivariate content testing within Journey Builder?

A. Engagement Split

B. Random Split

C. Content Split

D. Decision Split

Correct Answer: B

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