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QUESTION 1

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses Where could the details
be found?

A. Run a Bounce Email Report

B. Query the Bounce Data View

C. Query the Send Log

D. Run an Account Send Summary Report

Correct Answer: B

QUESTION 2

Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build. Where should
their Marketing Cloud admin set up permissions to allow REST authentication?

A. Installed Packages

B. Data Management

C. Security Settings

D. Salesforce Integration

Correct Answer: A

QUESTION 3

Where would a Marketing Cloud admin view all verified email addresses?

A. Identity Verification Log

B. From Address Management

C. Reply Mail Management

D. Sender Profiles

Correct Answer: B

QUESTION 4

A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is
performing.

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Which report should be used?

A. Dynamic Content for Triggered Sends

B. Sends Account Send Summary

C. Impression Tracking for Triggered Sends

D. Email Performance by Attribute

Correct Answer: C

QUESTION 5

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.

Which feature should they use?

A. Tokenized Sending

B. Field Level Encryption

C. Lookup reference to Contact Object

D. Master-detail relationship to Contacts

Correct Answer: A

QUESTION 6

What does Marketing Cloud authenticate when a user logs in through the user interface?

A. If the user is assigned a role in the parent business unit

B. If the user is logging in from a whitelisted IP address

C. If the user is an API User on their record

D. If the user has login hours enabled on their profile

Correct Answer: B

QUESTION 7

A Marketing Cloud admin wants to ensure email sends exclude their testing prefix of [PREVIEW] in the subject line
when deploying from Email Studio.

What should the admin do to prevent the prefix from deploying in live sends?

A. Use Proof instead of [PREVIEW]

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B. Add [PREVIEW] to the subject line validation list

C. Require several campaign approvals

D. Wrap the subject line with AMPscript

Correct Answer: B

QUESTION 8

Northern Trail Outfitters (NTO) Is building a Journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.

Which activity would allow them to build the journey with the fewest activities possible?

A. Join

B. Einstein STO

C. Engagement Split

D. Wait Until Date

Correct Answer: A

QUESTION 9

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 10

Northern Trail Outfitters just purchased Marketing Cloud.

Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant? Choose 3 answers

A. Creating users and assigning roles which meet their job functions

B. Creating a SMS message and sending a mobile campaign

C. Classifying sends and defining parameters for email sends

D. Building the data structure used to store audience information

E. Importing data into contacts using the Data Loader

Correct Answer: ACD

QUESTION 11

Northern Trail Outfitters has Imported a file Into All Subscribers. They then received a results file stating admin@example.com could NOT be imported.

Which error code would the file contain for this record?

A. Restricted Values

B. List Detective

C. Invalid Email Address

D. Skipped Records

Correct Answer: B

QUESTION 12

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

What is the best way to facilitate this within Contact Builder?

A. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.

B. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.

C. Create three distinct Attribute Groups that link each data extension directly to Contacts.

D. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.

Correct Answer: D

QUESTION 13

Northern Trail Outfitters has the Discover Reporting Tool.

Which two report types could help them drive mobile adoption strategy? Choose 2 answers

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A. Time Between Send and Engagement

B. Email Performance by Device

C. Email Sending Performance Report

D. Deliverability Complaint Rate

Correct Answer: BC

QUESTION 14

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their
account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and

75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

A. Synchronized contacts are only counted after sending

B. Only active email subscriber are counted.

C. Mobile subscribers are not counted as contacts.

D. There are overlapping contacts in each of the channel

Correct Answer: B

QUESTION 15

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app? Choose 2 answers

A. Journey Builder

B. Contact Builder

C. MobileConnect

D. MobilePush

Correct Answer: AD

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