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Question 1

A customer wants to perform an email send to a subset of a Synchronized Data Extension filtered on custom object data and return tracking to the Sales Cloud.

What approach should the consultant recommend?

Choose 2 answers

Options:

A) Use Data Stream to sync Sales Cloud objects to the Marketing Cloud.

B) Use Data Filters or Query Activities to output a Sendable Salesforce Data Extension.

C) Use Query Activities to create a Sendable Synchronized Data Extension.

D) Use Data Filters to segment data to output a Sendable Data Extension

Answer:

A, B

Question 2

A customer wants to send an email from Sales Cloud on behalf of the record owner.

How should the consultant meet this requirement?

Choose 2 answers

Options:

A) Use the Organization-Wide Email address.

B) Use a custom Delivery Profile.

C) Use a custom Send Classification.

D) Use the Send From Record Owner option

Answer:

C, D

Question 3

A user in Marketing Cloud needs to send an email to a Salesforce Report via a Guided Send process.

How should the consultant meet this requirement?

Options:

A) Create a Salesforce Data Extension for the user to select during a Guided Send.

B) Assign the integrated user the Marketing Cloud AppExchange User permission set in Sales Cloud.

C) Create data validation rules for the integrated user in Sales Cloud.

D) Add custom links to the page layouts in Marketing Cloud

Answer:

A

Question 4

Question Type: **MultipleChoice**

Northern Trail Outfitters (NTO):

* Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.

* Prefers not to use custom roles unless it is absolutely necessary.

* Email Specialist resides in multiple business units.

Using best practices, how should a consultant create and assign roles for NTO?

Options:

A) Create a custom Email Specialist role with needed permissions and assign it to the Email Specialists.

B) Alter the roles of Content Creator and Data Manager by denying permissions and then assign the roles to the ' Email Specialists.

C) Check 'Allow' automation permissions for the Content Creator Role and assign it to the Business Units.

D) Check 'Allow' automation permissions for the Content Creator Role and assign it to the Email Specialists

Answer:
D

Question 5

Northern Trail Outfitters (NTO) needs to provide an IT staff member with access to Marketing Cloud. The staff member needs to perform the following tasks:

* Maintain NTO's master suppression list

* Configure data relationships

* Create new subscriber attributes

Which role should be assigned to the IT staff member?

Options:

A) Analyst

B) Data Manager

C) Administrator

D) Content Creator

Answer:

B

Question 6

A customer plans to configure multiple business units (BU) to support the digital marketing efforts of five international offices.

Which reasons warrants this implementation? Choose 2 answers.

Options:

A) Support non-English responses with Reply Mail Management.

B) Localized language and display options based on location and culture.

C) Tracking information for campaigns sent by each office.

D) Localized physical mailing address displayed in the default email footer

Answer:

B, C

Question 7

Northern Trail Outfitters (NTO) has doubled in size over the last couple of years. Because of this growth they have decided to organize their company into Business Units to better manage operations.

Which statement is correct regarding the Business Unit functionality within Marketing Cloud?

Choose 2 answers

Options:

A) Business Units can have more than one parent Business Unit.

B) Subscribers can only appear in one Business Unit.

C) Business Units can mirror an organization's operational structure.

D) Business Units can share information with other Business Units.

Answer:

C, D

Question 8

Question Type: MultipleChoice

A subscriber asked to be removed from a customer's email list multiple times by replying directly to the customer's marketing message, but continues to receive emails.

Which steps will solve how replies are managed by the application?

Choose 3 answers

Options:

A) Confirm that Reply Mail Management (RMM) is configured for the customer's account.

B) Confirm that the RMM setting 'Unsubscribe Manual Requests' is set to YES.

C) Confirm that the RMM setting 'Delete auto-replies and out-of-office replies' is set to NO.

D) Confirm that an email address was provided as the Routing Address for Remaining Replies.

E) Confirm that the subscriber's request contained one of the standard terms that qualify for automatic unsubscribe.

Answer:

A, B, D

Question 9

Question Type: **MultipleChoice**

To fuel their expansion, Northern Trail Outfitters (NTO) recently acquired Eagle Outfitters (EO). There is currently a 30 percent overlap between the guests of each brand and they will be pursuing cross-marketing opportunities. It was recommended that their Marketing Cloud account now include a separate business unit for EO and the company secure a new sender authentication package for EO using the private domain e-EO.com.

Select the statement that correctly describes the implication of this recommendation.

Choose 2 answers

Options:

A) The IP address included in the sender authentication package will have the same reputation as the ones being used for NTO.

B) The EO business unit can also have the NTO authentication package applied simultaneously for cross-marketing emails.

C) The private domain, e-EO.com, will be used for all link wrapping, image URLs, and landing page URLs.

D) The e-EO.com domain will act as the from address for the emails and authenticate using SPF, SenderID, and DKIM authentication.

E) The email headers for EO will still reflect the private domain for NTO since that is the parent company.

Answer:
C, D

Question 10

A daily deal website is concerned with their sender reputation and needs consistent visibility into subscribers who report their email as spam.

How can they determine which subscribers reported their email as spam so they can flag those records in their customer service database?

Options:

A) An automation that queries the Complaint data view.

B) An automation that generates the Unsubscribe Event Extract.

C) An automation that queries the Unsubscribe data view.

D) An automation that generates the Complaint Tracking Extract.

Answer:

A

Question 11

The customer has these requirements for storing engagement data in their data warehouse:

* All email open and click activity must be pulled daily from the Marketing Cloud.

* Output files must meet the specific requirements for the data warehouse.

* All the activity must be provided via FTP in one file.

Which automation workflow meets the customer requirements?

Options:

A) Report activity that generates Recent Send Summary report > Report delivered directly to FTP

B) Extract activity of Tracking Extracts that combines data into required file > Transfer activity

C) Query activity to pull data view information > Extract activity of data extension > Transfer activity

D) Extract activity of data view tables > Query activity to create the required file > Transfer activity

Answer:
C