Question 1

Northern Trail Outfitters uses a Send Log and sends more than one million emails per day. They want to execute daily reports on all subscriber activity without impacting send performance.

Which set of best practices should be implemented"

Options:

A- Add a data retention policy to the Send Log. then run reports from the Send Log data extension.

B- Add a data retention policy to the Send Log. then run reports from the _Opens data view.

C- Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.

D- Copy new Send Log records to an Archive data extension, then run reports from the Send Log data extension.

Answer:

B

Question 2

A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specific data; however, the SQL they have written does not return any records. Below is the SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason
FROM _Subscribers s JOIN _Bounce b ON s.EmailAddress = b.EmailAddress
WHERE b.EventDate > DateAdd(DAY, -30, GETDATE())
```

What updates should be made to ensure this SQL statement returns the desired results?

Options:

A- Marketing Cloud does not allow DateAdd functions in Query Activities. They should define a specific date.

B- Marketing Cloud _Bounce data view does not contain EmailAddress. They should join on SubscriberID.

C- Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of DateAdd function.

D- Marketing Cloud does not allow use of GETDATE function. They should define a specific date.

Answer:

B

Question 3

Northern Trail Outfitters (NTO) stores most of their customer data in Marketing Cloud. They do not mind their data being viewed in clear text within SFMC to users who have access, but they want to ensure the underlying database files are encrypted at rest in case the physical media is stolen.

Which encryption method should NTO use?

Options:

A- Encrypted Data Sending

B- Field-Level Encryption

C- Tokenized Sending

D- Transparent Data Encryption

Answer:

D

Question 4

A developer is notified the View Email As Web Page (VAWP) link, when clicked, displays the message, The system is temporarily unavailable. We apologize for any inconvenience. Please try again later.

What could be a possible cause for the error

Options:

A- The data in the data extensions used at the time of send was overwritten.

B- The email used at the time of send was deleted, updated, or moved.

C- The sender profile used at the time of send was overwritten.

D- The data extension used at the time of send was moved to another folder.

Answer:

A

Question 5

Question Type: **MultipleChoice**

A developer needs to configure a process that can store encrypted data from Marketing Cloud as a file on an external server. What steps should the developer take?

Options:

A- Data Extract > File Transfer with Marketing Cloud Public Key

B- Create PGP Key > Data Extract > File Transfer with PGP checked

C- Shield Platform Encryption is required for encrypted data export

D- Data from Marketing Cloud cannot be encrypted

Answer:

B

Question 6

Question Type: MultipleChoice

Which SSJS library can be used in landing pages? Choose 1.

Options:

A- None

B- Core

C- Both

D- Platform

Answer:

C

Question 7

Question Type: MultipleChoice

Which SSJS library can be used in email messages? Choose 1.

Options:

A- Both

B- Platform

C- None

D- Core

Answer:

B

Question 8

Question Type: MultipleChoice

Which encryption methods are supported in file imports? Choose 2.

Options:

A- PGP

B- GPG

C- AES

D- SSH

Answer:

A, B

Question 9

Question Type: MultipleChoice

Where can the SSJS Core library be used? Choose 2.

Options:

A- SMS messages

B- Marketing Cloud apps

C- Landing pages

D- Email messages

Answer:

B, C

Question 10

What can be created in Attribute Groups within Contact Builder? Choose 2.

Options:

A- Data Extensions

B- Relationships

C- Populations

D- Attribute Groups

Answer:

A, B

Question 11

NTO wants use Personally Identifiable Information (PII) data to personalize email communications, but does not want to store PII data in Marketing Cloud. Which feature could they use to personalize emails from an external data source?

Options:

A- External Objects

B- Tokenized Sending

C- Salesforce Shield

D- Single Sign-On

Answer:

B

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