

# Salesforce

## Exam Questions Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator (SP20)



#### NEW QUESTION 1

Northern Trail Outfitters (NTO) is a global brand which includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

- A. Create child business units for each brand and nest another level of child business units for GEOs.
- B. Create and apply folders with naming conventions in the current account to keep track of brand assets.
- C. Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.
- D. Create one child business unit for the other brands to share but apply folders and naming conventions.

**Answer: B**

#### NEW QUESTION 2

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.

What should NTO do to create this audience?

- A. Measures
- B. SQL Queries
- C. Data Filters
- D. Journey

**Answer: A**

#### NEW QUESTION 3

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. IP Allowlist
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

**Answer: A**

#### NEW QUESTION 4

A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails.

Where under Setup could this be created?

- A. Content Builder Settings
- B. Emails Studio Settings
- C. Account Settings
- D. Campaign Settings

**Answer: C**

#### NEW QUESTION 5

Northern Trail Outfitters (NTO) has the Discover Reporting Tool.

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

- A. Email Performance by Device
- B. Time Between Send and Engagement
- C. Deliverability Complaint Rate
- D. Email Sending Performance Report

**Answer: AD**

#### NEW QUESTION 6

A marketing manager requests to receive an email, once a week, with high-level metrics in a standardized format. Specifically, the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete this request?

- A. Email Studio: Select the "Account Send Summary\*" in Tracking Reports and schedule a weekly report to be sent.
- B. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.
- C. Automation Studio: Create a Query Activity to query data from the "Sent" Data View, then use an Email activity to automate the sending of the data.

**Answer: A**

#### NEW QUESTION 7

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries. Which feature would allow this functionality?

- A. Query Studio
- B. Journey Builder
- C. CloudPages
- D. Synchronized Data Sources.

**Answer:** D

**NEW QUESTION 8**

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute. How would the admin ensure a notification is received when the query fails?

- A. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings
- B. Install the Marketing Cloud App on phone to receive Push Messages
- C. Add their Email Address in the Query Activity Notifications Field
- D. Configure the "Event Notification Service" in Setup with their Email Address

**Answer:** A

**NEW QUESTION 9**

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A file drop automation to send emails to customers who have made a purchase.
- B. A user -initiated message to send an email to customers who made a purchase daily.
- C. A scheduled automation to send emails to customers who made a purchase daily.
- D. A triggered message to send an email as soon as a customer completes a purchase.

**Answer:** D

**NEW QUESTION 10**

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

**Answer:** C

**NEW QUESTION 10**

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

- A. Open and click activity are tracked in either version.
- B. The email will avoid detection by various SPAM filters.
- C. An auto-generated text version will be sent with your HTML email.
- D. A custom text version will be sent with your HTML email.

**Answer:** AC

**NEW QUESTION 13**

Northern Trail Outfitters has noticed an issue with their sends today. Which two links in Setup Home could be used to troubleshoot the issue?! Choose 2 answers

- A. Create Support Case
- B. Failed Sends
- C. Help and Training
- D. System Status

**Answer:** CD

**NEW QUESTION 15**

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys. Which two Marketing Cloud features will support this effort? Choose 2 answers

- A. Data Designer
- B. Cloud Pages
- C. Web Analytics Connector
- D. Content Builder

**Answer:** B

**NEW QUESTION 18**

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nto.com. the previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account? 2 answers

- A. Upon receiving an email, all tracked links start with click.email.nto.com
- B. The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors

- C. Cloudpages personalized URLs are served from cloud.email.nto.com
- D. Users receive Marketing Cloud password reset emails from help@email.nto.com

**Answer:** AC

**NEW QUESTION 21**

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts

Which two considerations would help NTO determine if a Dedicated IP is the right choice? Choose 2 answers

- A. All of NTO's accounts should be on the same stack
- B. Send volume is large enough to maintain a positive or neutral reputation
- C. Length of time needed to pause sending is greater than one month
- D. Pre-warmed IP address can be purchased from Salesforce

**Answer:** B

**NEW QUESTION 25**

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

**Answer:** B

**NEW QUESTION 28**

NTO wants to copy journeys across business units.

What could be used to replicate journey structure so it can be easily recreated in another account?

- A. Journey Templates
- B. Deployment Manager
- C. Journey Extracts
- D. Copy activities

**Answer:** B

**NEW QUESTION 32**

Which three considerations should be made when setting up Distributed Marketing? Choose 3 answers

- A. Business users can select any email at time of send.
- B. Default options can be set up for the greeting in the email.
- C. A journey can be connected to one or more Campaigns.
- D. The DM administrator Profile is required to access Distributed Marketing.
- E. Messages can be sent to Contacts, Leads, and Person Accounts.

**Answer:** ACE

**NEW QUESTION 34**

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account? Choose 2 answers

- A. Contact-specific data at the job level
- B. Contact data in non-sendable data extensions
- C. General tracking data at the job level
- D. Contact data in sendable data extensions

**Answer:** BC

**NEW QUESTION 39**

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

**Answer:** A

**NEW QUESTION 42**

Northern Trail Outfitters (NTO) uses Sender Authentication Package (SAP) for branding purposes. Their German business unit is configured with the SAP domain de.ntomarketing.com.

The German NTO team is preparing for a campaign and wants to use customized CloudPages with the domain de-special.ntomarketing.com. How could the Marketing Cloud admin meet this requirement?

- A. Purchase a new SAP for de-special.ntomarketing.com
- B. Purchase a new private Domain for use in CloudPages
- C. CloudPages must use the SAP domain
- D. CloudPages must use pages.ntomarketing.com

**Answer: B**

#### **NEW QUESTION 45**

A Marketing Cloud admin wants to create an SFTP User for the first time. Which two considerations should be taken when configuring an SFTP User? Choose 2 answers

- A. By default, the username is the MID for the current Marketing Cloud MID.
- B. Minimum password length is 12 characters.
- C. By default, the password will be the password of the logged-in user.
- D. Once created, the user will need to be activated in order to use the SFTP.

**Answer: BD**

#### **NEW QUESTION 47**

A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails. What functionality would allow this?

- A. Advertising Studio
- B. Personalization Builder
- C. Web and Mobile Analytics
- D. Web Analytics Connector

**Answer: D**

#### **NEW QUESTION 48**

While setting up Marketing Cloud Connect, a Marketing Cloud admin navigates to the Marketing Cloud tab in Sales Cloud to complete the integration. The admin then receives the following error message:

- Insufficient User Permissions. You have not been designated as an integrated Marketing Cloud user. Contact your system administrator

The admin notices the Marketing Cloud for AppExchange Admin option is selected when looking at the user settings

What action should correct the issue?

- A. Apply the Marketing Cloud for AppExchange User option as well
- B. Reset all passwords to force new tokens
- C. Apply the appropriate user mappings in the CRM configuration
- D. Apply the administrator and Marketing Cloud Administrator permission sets to user

**Answer: D**

#### **NEW QUESTION 51**

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.

**Answer: D**

#### **NEW QUESTION 56**

Northern Trail Outfitters (NTO) wants a business analyst to import contact lists. The analyst has the followCloud Channel Manager and Marketing Cloud Viewer. The Analyst logged in but is unable to import contacts.

How should NTO update the user to allow the analyst the appropriate access?

- A. Add Marketing Cloud Security Administrator
- B. Add Distributed Sending User
- C. Remove Marketing Cloud Channel Manager
- D. Remove Marketing Cloud Viewer

**Answer: D**

#### **NEW QUESTION 60**

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory. How should this setup be achieved?

- A. Child business unit SFTP user should be created
- B. Copy the parent SFTP user into each child business unit
- C. Each business unit should have multiple SFTP users
- D. All child business units should have an individual SFTP user

Answer: D

**NEW QUESTION 61**

Northern Trail Outfitters wants to send a custom survey to customers asking about their experience following a recent purchase. Which feature should be used to create a survey form?

- A. MobileConnect
- B. Content Builder
- C. Smart Capture
- D. Profile Center

Answer: C

**NEW QUESTION 65**

Northern Trail Outfitters uses Parameter Manager to automatically tag links, They want to include a Campaign Identifier to the links within a specific campaign message.

At which level should the utm\_campaign value be configured?

- A. Subscriber
- B. Link
- C. Email
- D. Account

Answer: C

**NEW QUESTION 69**

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.

Answer: AD

**NEW QUESTION 70**

A Marketing Cloud admin has been asked to update their Marketing cloud SFTP password. Where in setup could they accomplish this task?

- A. Data management
- B. Security
- C. Feature Settings
- D. Company Settings

Answer: A

**NEW QUESTION 75**

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

Answer: B

**NEW QUESTION 79**

A customer frequently holds seminars and other events to interface with their customers. They plan to do the following:

- Use SmartCapture forms to write data into event registration data extensions.
- Cross-reference the records in each registration data extension with corresponding invitation email sends.
- Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?

- A. AMPscript
- B. SQL
- C. HTML
- D. CSS

Answer: A

**NEW QUESTION 82**

Northern Trail Outfitters (NTO) only has enough licenses for their staff. A campaign manager is out on parental leave

How should NTO create a new user to fill in?

- A. Delete the campaign manager's user and create a new user
- B. Disable the campaign manager's user and create a new user
- C. Transfer the campaign manager's permissions to a new user
- D. Deactivate the campaign manager's license and assign it to the new user

**Answer: B**

**NEW QUESTION 87**

A Marketing Cloud admin wants to configure a new keyword for an upcoming SMS campaign. After entering the desired keyword CELEBRATION, the admin notices the keyword is unavailable.  
What issue could the admin be facing?

- A. Keyword is used within another business unit
- B. Keyword is a reserved word
- C. Keyword has too many characters
- D. Keyword fails to meet content standards

**Answer: A**

**NEW QUESTION 90**

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM. However, they only want to sync records they would be able to send to reducing the amount of data being brought over.  
Which two filtering options could be used when configuring the Contact synced object? Choose 2 answers

- A. Select all records which have opened an email in the past six months
- B. Select all records with an email address
- C. Select all records which are active in All Subscribers
- D. Select all records where HasOptedOutofEmail is FALSE

**Answer: BC**

**NEW QUESTION 92**

NTO has been noting reduced deliverability when they do large sends.  
Which part of deliverability is tied to hitting Spam Traps during a send?

- A. List Hygiene
- B. Authentication
- C. Content
- D. Engagement

**Answer: B**

**NEW QUESTION 95**

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.  
Which network(s) support lookalike audiences directly from Advertising Studio?

- A. Facebook and Twitter
- B. Facebook
- C. Google and Facebook
- D. Twitter

**Answer: A**

**NEW QUESTION 98**

Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year. What action should be taken to populate the Einstein Engagement Scoring Dashboard?

- A. Select one of the Predictive Algorithms then click Deploy
- B. Click Deploy and results are available immediately
- C. Select the channels (Emails, Push, SMS) to report on then click Activate
- D. Click Activate and wait for an email notification

**Answer: A**

**NEW QUESTION 100**

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key. Which import type could the admin use instead?

- A. Add Only
- B. Overwrite
- C. Add and Update
- D. Update Only

**Answer: B**

#### NEW QUESTION 104

What should be confirmed to ensure Journey Builder directs the subscribers correctly?

- A. Journey Data is used for the Decision Split.
- B. Entry Source attributes are available in Journey Settings.
- C. Contract Data is used for the Decision Split.
- D. Filter Contacts are enabled to refine the audience.

**Answer: A**

#### NEW QUESTION 105

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected. Which two settings should be selected before the admin can configure the Holdback percentage? Choose 2 answers

- A. Data Extension entry source
- B. Journey re-entry settings
- C. Run Once schedule type
- D. Winner evaluation

**Answer: CD**

#### NEW QUESTION 110

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account. Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Unique Contact Identifier
- B. Primary key
- C. Unique Contact email address
- D. Subscriber ID

**Answer: B**

#### NEW QUESTION 114

What are entry source types for Journey Builder?

- A. Data Extension, CloudPages, Email List, API Event
- B. Data Extension, Audience Studio, API Event, Date Based Event
- C. Data Extension, Email List, API Event, Date Based Event
- D. Data Extension, Salesforce Community, GA360, Email List

**Answer: B**

#### NEW QUESTION 115

NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.

Which three values could be used as personalization strings in query string parameters? Choose 3 answers

- A. Product Code
- B. Application ID
- C. Subscriber ID
- D. Email Address
- E. Name

**Answer: ABC**

#### NEW QUESTION 116

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts. Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

- A. Bitly URL Shortener
- B. Facebook ad manager
- C. Login detail for each social media account
- D. Google URL shortner

**Answer: AC**

#### NEW QUESTION 117

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio. Which solution should the admin suggest?

- A. AMPscript for Marketing Cloud
- B. Parameter Manager
- C. Google Analytics 360
- D. Marketing Cloud Connect

**Answer: B**

#### NEW QUESTION 118

A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete the request?

- A. Automation Studio: Create a Report Activity to run every seven days.
- B. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
- C. Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- D. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.

**Answer: B**

#### NEW QUESTION 123

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- A. Configure the business unit data retention setting to 12 months
- B. Configure the Enterprise wide default retention to one year
- C. Set inactive data to be automatically cleared after one year, but is recoverable
- D. Apply a Row Based Retention to each data extension as it is created, set to 12 months

**Answer: D**

#### NEW QUESTION 127

How are publication lists used in the Marketing Cloud?

- A. To send communication to all subscribers, regardless of opt -in status.
- B. To manage subscribers in guided and triggered email sends.
- C. To build dynamic content rules by subscriber type.
- D. To allow subscribers to opt-down/out instead of unsubscribing from all.

**Answer: D**

#### NEW QUESTION 128

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters.

How could the Marketing Cloud admin address this issue?

- A. Import employee email addresses into All Subscribers with an "Active status
- B. Ensure employees have opted in to the test email list or data extension
- C. Ask employees to use personal email addresses instead of corporate email addresses
- D. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter

**Answer: D**

#### NEW QUESTION 129

Northern Trail Outfitters (NTO) keeps their subscribers in sync with their external database via the import of a CSV file which is dropped to the of Marketing Cloud SFTP each day. However, NTO has realized the number of subscribers being sent emails is considerably lower than the number they were expecting based on records in their database.

Which feature would allow NTO to monitor whether all records were added to the target data structure each day?

- A. External Key within the Import File Activity
- B. Run Completion within the File Drop Automation
- C. RuntimeError within the File Drop Automation
- D. Notation Settings within the Import File Activity

**Answer: D**

#### NEW QUESTION 133

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

**Answer: ACD**

#### NEW QUESTION 136

Which three statements should be considered before using Goals in Journey Builder? Choose 3 answers

- A. Goal target statistics are stored in a data extension.
- B. Goals are created to evaluate journey performance.
- C. Goals can act as exit criteria.
- D. Contacts are evaluated against the goal after a wait activity.

E. Each contact is assigned an individual goal.

**Answer:** BCD

**NEW QUESTION 137**

Northern Trail Outfitters wants to expand their use of Marketing Cloud to business users who spend their day in Sales Cloud, without granting access to Marketing Cloud directly.

What feature should be used?

- A. Distributed Sending
- B. Distributed Marketing
- C. Marketing Cloud Connect

**Answer:** C

**NEW QUESTION 142**

A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounced status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- A. Status is changed to Active and the bounce count is unchanged
- B. Status is changed to Held for 72 hours and the bounce count is set to Zero
- C. Status remains as Bounced the bounce count is unchanged
- D. Status is changed to Active and the bounce count is set to Zero

**Answer:** D

**NEW QUESTION 143**

An email marketing manager is planning to send a promotional email to one million subscribers. Which data structure should be used?

- A. Data Extension
- B. Publication List
- C. Group
- D. List

**Answer:** A

**NEW QUESTION 145**

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.

**Answer:** AB

**NEW QUESTION 146**

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]
- B. Add [PREVIEW] to the subject line validation list
- C. Require several campaign approvals
- D. Wrap the subject line with AMPscript

**Answer:** B

**NEW QUESTION 150**

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

**Answer:** B

**NEW QUESTION 155**

A Consultant has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed. Which import type should be used?

- A. Overwrite
- B. Add Only
- C. Add/Update

D. Update Only

**Answer: C**

**NEW QUESTION 156**

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscriber however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content.

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

- A. Einstein STO
- B. Engagement Split
- C. Wait Until Date
- D. Join

**Answer: D**

**NEW QUESTION 161**

Which two data structures could be configured to appear In the out-of-the-box Subscription Center? Choose 2 answers

- A. Data Extensions
- B. Publication Lists
- C. Lists
- D. Groups

**Answer: BC**

**NEW QUESTION 165**

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing cloud to execute a send. Which feature would the admin use to meet this requirement?

- A. Tokenized Sending
- B. List Sending
- C. Field Level Encryption.
- D. Distributed Marketing Sends.

**Answer: A**

**NEW QUESTION 167**

An email manager was anticipating a test email to arrive in their inbox.

Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Tracking > Test Send Emails
- B. My Reports > Administrator Reports > Email Send Report
- C. My Reports > Administrator Reports > Email Sends By User
- D. My Tracking > A/B Testing

**Answer: A**

**NEW QUESTION 169**

Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data. One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system. Which feature would allow compliance with this requirement?

- A. Export Email Allowlist
- B. IP Allowlist
- C. Identity Verification
- D. Audit Trail

**Answer: A**

**NEW QUESTION 172**

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud. Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?

Choose 2 answers

- A. Text
- B. Decimal
- C. Number
- D. Boolean

**Answer: AB**

**NEW QUESTION 174**

A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular end. The admin of Marketing Cloud Connect is functioning properly.

What should the admin confirm about the data extension?

- A. The wind relationship links SubscriberKey to Subscribers on Email Address
- B. The data extension is located in the Synchronized Data Extensions folder.
- C. The data extension is located in the Salesforce Data Extensions folder.
- D. The triggeredSendDataExtension data extension template was used.

**Answer: C**

#### **NEW QUESTION 176**

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMP script.

The Company collects the following information:

- Customer data (email address, first name, last name...).
- Event registration (email address, event ID, event name, event type, venue ID...).
- Venue details (venue ID, venue name, venue address...).
- Payment details (email address, event ID, total paid...).

The Company does not want to link everything in Contact Builder.

Which are the two data sources that must be incorporated inside Contact Builder? Choose 2 answers.

- A. Customer Data
- B. Event Registration
- C. Venue Details
- D. Payment Details

**Answer: AC**

#### **NEW QUESTION 177**

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

**Answer: A**

#### **NEW QUESTION 182**

A Marketing Cloud admin wants to ensure no one could access the API with their Marketing Cloud user credentials.

Which security setting would control this behavior?

- A. Select 'Identity Verification'
- B. Select 'Enable Audit Trail Data Collection'
- C. Deselect 'Exclude API Users From Password Expiration'
- D. Deselect 'Enable Username and Password for Web Services'

**Answer: D**

#### **NEW QUESTION 183**

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.

Which two terms would they add to their website to accomplish this? Choose 2 answers

- A. Collect Code
- B. Recommendation Code
- C. Conversion/Cart Code
- D. Email Conversion Code

**Answer: B**

#### **NEW QUESTION 184**

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