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NEW QUESTION: 1

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. Synchronized Data Sources
- C. Journey Builder
- D. CloudPages

Answer: B (LEAVE A REPLY)

NEW QUESTION: 2

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: B,C,D (LEAVE A REPLY)

Explanation

The three statements that should be considered before using Goals in Journey Builder are:

* Goals are created to evaluate journey performance. This statement is true, as goals are used to measure how well a journey is achieving its desired outcome or objective. Goals can also help NTO to optimize their journey by identifying which activities or paths are more effective in reaching the goal1.

* Goals can act as exit criteria. This statement is true, as goals can be configured to exit contacts from a journey when they meet the goal criteria. This can help NTO to save resources and avoid sending irrelevant messages to contacts who have already achieved the desired outcome or objective1.

* Contacts are evaluated against the goal after a wait activity. This statement is true, as contacts are only evaluated against the goal when they reach a wait activity in the journey. Wait activities are used to pause the journey for a specified amount of time or until a specific date or event occurs. After the wait period ends, contacts are evaluated against the goal and either exit the journey or continue to the next activity

NEW QUESTION: 3

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: C (LEAVE A REPLY)

Explanation

To ensure Journey Builder directs the subscribers correctly, contact data should be used for the decision split.

Contact data is the data that is stored in the contact model and is available for all journeys. Journey data is the data that is captured at the point of entry and is specific to each journey.

NEW QUESTION: 4

A user asks a Marketing Cloud admin to update and increase their session timeout setting. Which three considerations should the admin review before making this update?

Choose 3 answers

- A. Frustration of users upon timeouts
- B. Best practice suggests a 20-minute timeout setting
- C. Security risk of unauthorized users for longer timeout settings
- D. Change impacts all users
- E. Typical length of time users spend in Marketing Cloud

Answer: A,C,D (LEAVE A REPLY)

Explanation

Before updating and increasing their session timeout setting, the admin should review the following three considerations:

* Frustration of users upon timeouts. The admin should consider how users feel when their sessions expire and they have to log in again. Increasing the session timeout setting can reduce user frustration and improve user experience by allowing them to stay logged in longer.

* Security risk of unauthorized users for longer timeout settings. The admin should consider how longer timeout settings can increase the security risk of unauthorized users accessing Marketing Cloud.

Increasing the session timeout setting can expose user accounts and data to potential threats if users leave their devices unattended or share them with others.

* Change impacts all users. The admin should consider how changing the session timeout setting will affect all users within their account or business unit. Increasing the session timeout setting will apply to all users who log in to Marketing Cloud after the change, regardless of their roles or permissions. The other option is incorrect because:

* Typical length of time users spend in Marketing Cloud. This is not a consideration for updating and increasing their session timeout setting, as it does not affect the security or user experience of Marketing Cloud. The typical length of time users spend in Marketing Cloud may vary depending on their tasks and needs, but it does not determine how long their sessions should last before expiring.

NEW QUESTION: 5

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

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 ([LEAVE A REPLY](#))

NEW QUESTION: 7

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

- A. Journey Builder

- B. Synchronized Data Sources.
- C. Query Studio
- D. CloudPages

Answer: B (LEAVE A REPLY)

NEW QUESTION: 8

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

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

Answer: C (LEAVE A REPLY)

Explanation

Data Management is where in Setup they could accomplish this task. Data Management is a section in Setup that allows marketers to manage their data sources, imports, exports, and transfers in Marketing Cloud. Data Management includes a subsection called FTP Accounts, where marketers can create and manage their SFTP users and passwords for secure file transfers.

NEW QUESTION: 9

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user.

Which two standard roles should be selected for the new user?

Choose 2 answers

- A. Marketing Cloud Security Administrator
- B. Administrator
- C. Data Manager
- D. Marketing Cloud Administrator

Answer: B,D (LEAVE A REPLY)

Explanation

Administrator and Marketing Cloud Administrator are two standard roles that should be selected for the new user. Administrator is a standard role that grants full access to all features and functions in Marketing Cloud, such as creating and managing users, roles, permissions, business units, and security settings. Marketing Cloud Administrator is a standard role that grants access to all features and functions in Marketing Cloud except for user management. By selecting both roles, the new user will have full administrator permissions in Marketing Cloud

NEW QUESTION: 10

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 the Create Email feature on the user Profile in the Sales Cloud.
- C.** Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
- D.** The consultant should enable deep linking in Marketing Cloud Connect configuration.

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 11

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

Answer: (SHOW ANSWER)

Explanation

To search for a Salesforce contact in All Subscribers, the admin should use the 18-digit contact ID as the subscriber key. This is because Marketing Cloud Connect uses the 18-digit contact ID as the subscriber key for contacts synchronized from Salesforce. The email address is not a reliable identifier as it can change or be duplicated

NEW QUESTION: 12

Which two data structures could be configured to appear In the out-of-the-box Subscription Center? Choose2 answers

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

Answer: B,C (LEAVE A REPLY)

Explanation

The out-of-the-box Subscription Center can display publication lists and lists, which are two types of data structures that can be used to manage subscribers' preferences and opt-outs. Data extensions and groups are not supported by the out-of-the-box Subscription Center, but they can be used in a custom Subscription Center.

NEW QUESTION: 13

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user.

Which two standard roles should be selected for the new user?

Choose 2 answers

- A. Marketing Cloud Security Administrator
- B. Data Manager
- C. Administrator
- D. Marketing Cloud Administrator

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 14

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. An auto-generated text version will be sent with your HTML email.
- C. The email will avoid detection by various SPAM filters.
- D. A custom text version will be sent with your HTML email.

Answer: A,B [\(LEAVE A REPLY\)](#)

NEW QUESTION: 15

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 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 [\(LEAVE A REPLY\)](#)

Explanation

Join is the activity that would allow NTO to build the journey with the fewest activities possible. Join allows you to combine multiple paths into one path based on a common attribute or event. This way, NTO can send five different versions of an initial welcome email using five different paths, and then join them into one path for the follow-up email

NEW QUESTION: 16

A publishing company has presented the following:

* A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.

* A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.

* The customer's expiration date is included in the data file.

What component should the customer's solution include?

Choose 3 answers

A. Suppression list

B. Data Filter

C. Triggered Send

D. Template-based emails

E. Automation StudioTerm

Answer: B,D,E (LEAVE A REPLY)

Explanation

Data Filter, Template-based emails, and Automation Studio are the components that the customer's solution should include. Data Filter is used to segment a data extension based on specific criteria, such as the customer's expiration date. Template-based emails are used to create emails with predefined layouts and content blocks that can be easily customized by a general marketing user. Automation Studio is used to automate the email sends based on a schedule or a trigger

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NEW QUESTION: 17

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

* Emails will be built using a custom dynamic template for these messages.

* Links will vary over time and across campaigns.

* Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.

* Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 18

Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and they need to monitor their deliverability across major ISPs.

Which bounce type would be indicative of the ISPs view of NTO's sending reputation?

- A. Soft
- B. Hard
- C. Technical
- D. Block

Answer: D (LEAVE A REPLY)

NEW QUESTION: 19

A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

- A. Transparent Data Encryption
- B. Key Management
- C. Field level Encryption
- D. Tokenized Sending

Answer: D (LEAVE A REPLY)

NEW QUESTION: 20

A Marketing Cloud admin to create custom roles for their business process.

What should be taken into consideration to accomplish this?

- A. Custom roles can only be edited by the user who created the role initially.
- B. Custom roles are only available within the business in which they were created.
- C. Custom roles are available on their Marketing Cloud account.
- D. Custom roles override an individual user's granular permission assignments.

Answer: C (LEAVE A REPLY)

Explanation

Custom roles are available on their Marketing Cloud account is what should be taken into consideration to accomplish this. Custom roles are roles that can be created and modified by Marketing Cloud administrators to grant specific permissions to users based on their business needs. Custom roles can be applied to users across all business units in an account or within a specific business unit

NEW QUESTION: 21

The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message?

Choose 3 answers

- A. Each content area specified in a dynamic content rule exists.
- B. Words or phrases used may trigger spam filters.
- C. Grammar and spelling in the email text is correct.
- D. Correct syntax is used on any AMPScript in the email's code.
- E. Personalization strings map to attributes or data extension fields

Answer: B,D,E (LEAVE A REPLY)

Explanation

Validate will check if words or phrases used may trigger spam filters, if correct syntax is used on any AMPScript in the email's code, and if personalization strings map to attributes or data extension fields. A is incorrect because Validate will not check if each content area specified in a dynamic content rule exists. C is incorrect because Validate will not check grammar and spelling in the email text.

NEW QUESTION: 22

A Marketing Cloud admin to create custom roles for their business process.

What should be taken into consideration to accomplish this?

- A. Custom roles are only available within the business in which they were created.
- B. Custom roles override an individual user's granular permission assignments.
- C. Custom roles can only be edited by the user who created the role initially.
- D. Custom roles are available on their Marketing Cloud account.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 23

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

D. Create one child business unit for the other brands to share but apply folders and naming conventions.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 24

What storage model should be used if a subscriber has more than one value for an attribute?

- A. Publication Lists
- B. Data Extensions
- C. Profile Attribute
- D. Lists

Answer: B (LEAVE A REPLY)

NEW QUESTION: 25

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. Ensure employees have opted in to the test email list or data extension
- B. Import employee email addresses into All Subscribers with an "Active status"
- 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 (LEAVE A REPLY)

NEW QUESTION: 26

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

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 27

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 for the user settings.

What action should correct the issue?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 28

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted.

Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Import Activity
- B. Data Extract Activity
- C. File Transfer Activity
- D. Decryption Activity

Answer: C (LEAVE A REPLY)

Explanation

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

NEW QUESTION: 29

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Original SFTP folder
- B. Target Data Extension
- C. Selected SFTP folder
- D. Safehouse

Answer: C (LEAVE A REPLY)

NEW QUESTION: 30

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

- A. Move the Import definition to its own automation and include a notification email address

- B. Update the automation to include a notification email address for Runtime Errors
- C. Move the File Transfer to its own automation and include a notification email address
- D. Update the Import definition to include a notification email address

Answer: B (LEAVE A REPLY)

NEW QUESTION: 31

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

What should the admin confirm about the data extension?

- A. The send relationship links Subscriber Key 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 triggered Send Data Extension data extension template was used.

Answer: C (LEAVE A REPLY)

Explanation

To ensure Individual Email Results are pushed back into Sales Cloud for a particular send, the admin should confirm that the data extension is located in the Salesforce Data Extensions folder. The Salesforce Data Extensions folder is a special folder that contains data extensions that are integrated with Salesforce CRM via Marketing Cloud Connect. Only data extensions in this folder can be used for sending emails with Individual Email Results tracking enabled. The other options are incorrect because:

The send relationship links Subscriber Key to Subscribers on Email Address. This is a setting that defines how subscribers are identified and matched between a sendable data extension and All Subscribers. However, this setting does not affect whether Individual Email Results are pushed back into Sales Cloud; it only affects how email addresses and subscription statuses are updated in Marketing Cloud.

The data extension is located in the Synchronized Data Extensions folder. The Synchronized Data Extensions folder is a special folder that contains data extensions that are synchronized from Salesforce CRM via Marketing Cloud Connect. However, these data extensions cannot be used for sending emails directly; they can only be used as sources for filtered or query-based data extensions.

The triggered Send Data Extension data extension template was used. This is a predefined data extension template that contains a set of standard fields for logging triggered send data. However, this template does not affect whether Individual Email Results are pushed back into Sales Cloud; it only affects what information is stored in Marketing Cloud.

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NEW QUESTION: 32

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day. As a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return to the site and continue their shopping.

What action should NTO take?

- A.** Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- B.** Create a user-initiated message to logged-in customers to send once the website is restored.
- C.** Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- D.** Create and send an apology email that includes a discount for a future purchase to all customers

Answer: A (LEAVE A REPLY)

Explanation

Importing a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder is the best action to take. This way, NTO can leverage the existing journey logic and content to send personalized emails to the customers who had their shopping sessions disrupted. The emails can include the items they left in their cart and a link to resume their shopping. Creating a user-initiated message or an apology email are not as effective as using Journey Builder, which allows creating more engaging and relevant customer experiences. Doing nothing is not a good option, as it may result in losing potential sales and customer loyalty.

NEW QUESTION: 33

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

Answer: (SHOW ANSWER)

NEW QUESTION: 34

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. Length of time needed to pause sending is greater than one month
- C. Send volume is large enough to maintain a positive or neutral reputation
- D. Pre-warmed IP address can be purchased from Salesforce

Answer: C (LEAVE A REPLY)

NEW QUESTION: 35

(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: B (LEAVE A REPLY)

Explanation

To create an audience based on complex criteria such as engagement and location, NTO should use SQL Queries⁵. SQL Queries allow NTO to write custom queries that can join data from different data extensions and filter based on various conditions⁵. Measures are used to define engagement metrics such as opens and clicks, but they cannot be used to filter by location or combine with other criteria⁵. Data Filters are used to filter data based on simple criteria such as attributes or measures, but they cannot be used to join data from different sources or filter by location⁵. Journey is used to create personalized customer journeys based on triggers and activities, but it is not a tool for creating audiences⁵.

NEW QUESTION: 36

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: (SHOW ANSWER)

Explanation

The part of deliverability that is tied to hitting spam traps during a send is list hygiene. List hygiene is the process of maintaining clean and accurate subscriber lists by removing invalid, inactive, or unengaged subscribers

NEW QUESTION: 37

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

Answer: (SHOW ANSWER)

NEW QUESTION: 38

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: A (LEAVE A REPLY)

Explanation

Create child business units for each brand and nest another level of child business units for GEOs is how the rest of the business units should be organized. Business units are organizational units that allow marketers to segment their Marketing Cloud account based on different brands, regions, products, or channels. By creating child business units for

each brand and nesting another level of child business units for GEOs, NTO can manage their marketing activities and assets for each subsidiary brand and location separately

NEW QUESTION: 39

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 (LEAVE A REPLY)

Explanation

To address the issue of employees not receiving emails because the messages are being blocked by spam filters, the Marketing Cloud admin should provide the IT team a list of relevant IP addresses to whitelist in their spam filter. Whitelisting is a process that allows NTO to specify which IP addresses are trusted and can bypass the spam filter. By providing the IT team a list of relevant IP addresses, such as the ones used by Marketing Cloud to send emails, the admin can ensure that the emails from NTO will not be blocked or marked as spam by the employees' email servers. The other options are incorrect because:

* Import employee email addresses into All Subscribers with an "Active" status. This option will not address the issue, as it only affects the subscription status of the employees in Marketing Cloud, not in their email servers. Importing employee email addresses into All Subscribers with an "Active" status means that NTO can send emails to those employees from Marketing Cloud, but it does not guarantee that the emails will be delivered or received by the employees' email servers.

* Ensure employees have opted in to the test email list or data extension. This option will not address the issue, as it only affects the consent of the employees to receive emails from NTO, not their email servers. Ensuring employees have opted in to the test email list or data extension means that NTO has permission to send emails to those employees, but it does not guarantee that the emails will be delivered or received by the employees' email servers.

* Ask employees to use personal email addresses instead of corporate email addresses. This option will

* not address the issue, as it only shifts the problem from one email server to another, not solving it.

Asking employees to use personal email addresses instead of corporate email addresses means that NTO will send emails to different email servers, but it does not guarantee that those email servers will not block or mark the emails as spam.

NEW QUESTION: 40

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers.

They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- B. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- C. IP ramp -up is important to establish a positive sender reputation.
- D. IP ramp -up can be bypassed, given their historical lack of deliverability issues.

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 41

Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud.

What should the Marketing Cloud admin consider when sending from the new IP Address?

- A. The IP address is on reserve, is already in use, and has an email sending history.
- B. Building desirable sending history and data will be variable based on list size and engagement.
- C. Sending in large volumes will alert ISPs the new IP Address is now in use.
- D. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 42

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

- A. Engagement Split
- B. Random Split
- C. Content Split
- D. Decision Split

Answer: ([SHOW ANSWER](#))

Explanation

The Content Split activity should be used for multivariate content testing within Journey Builder. This activity allows the journey to send different versions of email content to different audience segments and measure their performance based on open or click rates. The other activities are not suitable for multivariate content testing.

NEW QUESTION: 43

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 (LEAVE A REPLY)

Explanation

To create a new user to fill in for a campaign manager who is out on parental leave, NTO should disable the campaign manager's user and create a new user. Disabling a user means that NTO can temporarily deactivate a user's access to Marketing Cloud without deleting their user information or settings. Creating a new user means that NTO can add a new user with their own user information and settings. This way, NTO can reuse an existing license without losing any data or configurations from the campaign manager's user. The other options are incorrect because:

- * Delete the campaign manager's user and create a new user. This option will create a new user to fill in for a campaign manager who is out on parental leave, but it will also delete the campaign manager's user information and settings permanently. This means that NTO will lose any data or configurations associated with the campaign manager's user, such as roles, permissions, preferences, reports, or dashboards.
- * Transfer the campaign manager's permissions to a new user. This option will create a new user to fill in for a campaign manager who is out on parental leave, but it will also transfer the campaign manager's permissions to the new user. This means that NTO will change the access level of both users, which may cause security or compliance issues.
- * Deactivate the campaign manager's license and assign it to the new user. This option will create a new user to fill in for a campaign manager who is out on parental leave, but it will also deactivate the campaign manager's license permanently. This means that NTO will reduce their number of available licenses by one, which may affect their future user management.

NEW QUESTION: 44

Northern Trails Outfitters uses Doubleclick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A. Datorama
- B. Interaction Studio
- C. Einstein AI
- D. Google Marketing Platform

Answer: A (LEAVE A REPLY)

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: B,D (LEAVE A REPLY)

Explanation

Minimum password length is 12 characters and Once created, the user will need to be activated in order to use the SFTP are two considerations that should be taken when configuring an SFTP User. SFTP User is a type of user that allows marketers to securely transfer files between Marketing Cloud and an external location using Secure File Transfer Protocol (SFTP). SFTP User can be configured with different settings, such as username, password, folder access, and activation status. The password for an SFTP User must be at least 12 characters long and must meet certain complexity requirements. The user must also be activated before they can use the SFTP service.

NEW QUESTION: 46

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- A. Content Creator and Marketing Cloud Viewer
- B. Analyst and Marketing Cloud Viewer
- C. Data Manager and Analyst

Answer: B (LEAVE A REPLY)

Explanation

To give the marketing analyst access to all tracking data but no send activities, the admin should apply the Analyst and Marketing Cloud Viewer default user roles. The Analyst role allows the user to view tracking data, reports, and dashboards for all channels. The Marketing Cloud Viewer role allows the user to view content, subscribers, and data extensions, but not modify or send them

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NEW QUESTION: 47

A Marketing Cloud admin is setting up Northern Trail Outfitter's newest business units and several users to assign to the new business units.

How would the admin assign users to the business units?

- A. Search for the individual user, select their name, and click Manage Business Units.
- B. Re-import the users to update their assigned business units
- C. Give permissions to users at top-level account to assign their own business units.
- D. Search for the individual user, select their name and click Edit Business Units.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 48

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 49

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- A. Content Creator and Marketing Cloud Viewer
- B. Data Manager and Analyst
- C. Analyst and Marketing Cloud Viewer

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 50

A Marketing Cloud admin needs to warm their accounts Dedicated IP.

What option for segmentation aligns with the IP Warming process?

- A. Segment to those recipients receiving text email versions first
- B. Segment subscribers with soft bounces in their own dedicated send
- C. Segment by domain to limit number of sends to each email provider
- D. Segment by geographic region as after-hours sends will be marked as spam

Answer: C ([LEAVE A REPLY](#))

Explanation

Segment by domain to limit number of sends to each email provider is the option for segmentation that aligns with the IP Warming process. IP Warming is the process of gradually increasing email volume from a new or unused IP address to build trust and credibility with Internet Service Providers (ISPs). Segmenting by domain means dividing the email list into smaller groups based on the email domain, such as gmail.com or yahoo.com.

By segmenting by domain, marketers can limit the number of sends to each email provider and avoid being flagged as spam or blocked by the ISPs.

NEW QUESTION: 51

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

Answer: A,B ([LEAVE A REPLY](#))

NEW QUESTION: 52

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 53

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

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 54

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. Marketing Cloud Connect
- C. Web Analytics Connector
- D. Google Analytics 360

Answer: C (LEAVE A REPLY)

NEW QUESTION: 55

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries.

Which feature would allow this functionality?

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

Answer: B (LEAVE A REPLY)

Explanation

Synchronized Data Sources is the feature that would allow this functionality. Synchronized Data Sources are data sources that allow marketers to import and synchronize data from Salesforce CRM objects into Marketing Cloud data extensions. Synchronized Data Sources can be configured with different settings, such as sync frequency, field mapping, and filter criteria. Synchronized Data Sources enable marketers to use Sales Cloud data in their queries and other Marketing Cloud activities.

NEW QUESTION: 56

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year Where would the admin retrieve this information?

- A. Contact Builder > All Contacts > Email
- B. Analytics Builder > Reports > Email Send Report
- C. Email Studio > Email > Tracking > Sends
- D. Studio > Email > Subscribers > All Subscribers

Answer: B (LEAVE A REPLY)

Explanation

The Email Send Report in Analytics Builder is the best place to view the total number of emails sent across all business units in the last calendar year. This report provides a summary of email performance metrics such as sends, opens, clicks, bounces, and unsubscribes for a specified time period.

NEW QUESTION: 57

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommended to ensure content is displayed properly within the email.

- A. AMPscript conditional against the Gender field
- B. AMPscriptlookupRows functions
- C. A/B Test content type
- D. Dynamic Content Wizard

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 58

A Marketing Cloud Administrator noticed a File DropAutomation has been falling on the Import File activity.

The automation is configured with a filename pattern, so the filename is expected to begin with customer import_. The import is configured to look for a file named Customer import %%Year%% %% Month%% %%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds what should the admin do to fix the issue?

- A. Use the exact file name used for the trigger in the Import File Activity
- B. Make sure the team has a date stamp to avoid duplication
- C. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity
- D. Make sure the files placed on the correct subfolder within the SFTP

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 59

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. List Detective
- B. Invalid Email Address
- C. Skipped Records
- D. Restricted Values

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 60

An email marketing manager is planning to send a promotional email to one million subscribers.

Which data structure should be used?

- A. List
- B. Group

C. Publication List

D. Data Extension

Answer: D (LEAVE A REPLY)

NEW QUESTION: 61

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 is counted.

C. Mobile subscribers are not counted as contacts.

D. There are overlapping contacts in each of the channel

Answer: D (LEAVE A REPLY)

Explanation

There are overlapping contacts in each of the channel is why the total contact count would be less than the total number of contacts from all data sources. Contacts are unique individuals who can be reached through one or more channels in Marketing Cloud, such as email, mobile, or social. Contacts are counted based on their Contact Key, which is a unique identifier for each contact. If a contact has multiple channels associated with them, such as email and mobile, they are only counted once in the total contact count. Therefore, if there are overlapping contacts in each of the channel, the total contact count would be less than the sum of contacts from all data sources

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NEW QUESTION: 62

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer alter an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- A. Cloud Page forms Content Block
- B. Email Form Content Block
- C. Dynamic Content Block
- D. Reference Content Block

Answer: B (LEAVE A REPLY)

Explanation

Email Form Content Block is the feature that could be used to solicit website feedback without navigating away from the email. Email Form Content Block is a type of content block that allows marketers to create and insert forms within emails, such as surveys, polls, or feedback requests. Email Form Content Block can be customized with different fields, labels, buttons, and actions. Email Form Content Block can capture subscriber responses within the email without requiring them to visit a landing page or a website

NEW QUESTION: 63

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 (LEAVE A REPLY)

Explanation

To create a suppression list for hard-bounced email addresses, the Marketing Cloud admin should query the Bounce Data View. The Bounce Data View is a system data view that stores information about bounced emails, such as the subscriber key, email address, bounce category, bounce type, and bounce reason. The admin can use SQL queries to filter the records in the Bounce Data View based on the bounce category or type and create a suppression list from the results. The other options are incorrect because:

* Run a Bounce Email Report. This is a standard report that shows the number and percentage of bounced emails by category and type for a specific time period or email job. However, this report does not provide the details of the bounced email addresses, which are needed to create a suppression list.

* Query the Send Log. The Send Log is a custom data extension that stores information about sent emails, such as the subscriber key, email name, subject line, send date, and any additional attributes. However, this data extension does not store information about bounced emails, which are needed to create a suppression list.

* Run an Account Send Summary Report. This is a standard report that shows the summary of email sends across an account or a business unit for a specific time period. However, this report does not provide the details of the bounced email addresses, which are needed to create a suppression list.

NEW QUESTION: 64

Northern Trail Outfitters to bring subscriber data from its data warehouse into Marketing Cloud.

Which two fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house this data?

Choose 2 answers

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

Answer: B,C ([LEAVE A REPLY](#))

Explanation

When creating a data extension, the fields that would need minimal consideration for size/scalability reasons are text and Boolean. Text fields can store up to 4000 characters and boolean fields can store only true or false values. Number and decimal fields can store larger values and may require more storage space.

NEW QUESTION: 65

A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email

#1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date. Email #3 will be sent on the member's renewal date. A master audience is updated in real time via the API. Which steps should be included in the customer's automation?

- A. Import File Activity > three Send Activities to the master data extension.
- B. Three Send Activities to the master data extension.
- C. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- D. Three Filter Activities > three Send Activities to the filtered audiences.

Answer: ([SHOW ANSWER](#))

Explanation

Three Filter Activities and three Send Activities to the filtered audiences are the steps that should be included in the customer's automation. Filter Activities are used to segment a data extension based on specific criteria, such as the member's renewal date. Send Activities are used to send an email to a data extension or a filtered audience.

NEW QUESTION: 66

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

What action should NTO take?

- A. Configure the business unit data retention setting to 12 months

- B. Configure the Enterprise-wide default retention to one year
- C. Set inactive date 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 (LEAVE A REPLY)

Explanation

To clear inactive data stored in data extensions after 12 months, NTO should apply a row-based retention to each data extension as it is created, set to 12 months. This will delete any records that have not been modified in the last 12 months. Row-based retention can be applied to individual data extensions or data extension templates

NEW QUESTION: 67

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 68

Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. 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 Reconnects
- B. Distributed Sending
- C. Content Syndication
- D. Analytics Builder

Answer: A (LEAVE A REPLY)

Explanation

Email attachments is the Marketing Cloud product that NTO should purchase as a solution. Email attachments allows you to attach files such as PDFs or CSVs to your email messages. The files are stored securely in Marketing Cloud and are not publicly accessible. Distributed sending is not a suitable solution because it allows franchisees to send their own emails using NTO's content, not receive emails from NTO. Content syndication and Analytics Builder are not relevant for this scenario.

NEW QUESTION: 69

How are publication lists used in the Marketing Cloud?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 70

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. Numeric Subscriber ID
- B. Email Address
- C. 18-digit Contact ID
- D. 15-digit contact ID

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 71

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: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 72

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

What should the admin confirm about the data extension?

- A. The send relationship links Subscriber Key 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 triggered Send Data Extension data extension template was used.

Answer: C (LEAVE A REPLY)

Explanation

To ensure Individual Email Results are pushed back into Sales Cloud for a particular send, the admin should confirm that the data extension is located in the Salesforce Data Extensions folder. The Salesforce Data Extensions folder is a special folder that contains data extensions that are integrated with Salesforce CRM via Marketing Cloud Connect. Only data extensions in this folder can be used for sending emails with Individual Email Results tracking enabled. The other options are incorrect because:

* The send relationship links Subscriber Key to Subscribers on Email Address. This is a setting that defines how subscribers are identified and matched between a sendable data extension and All Subscribers. However, this setting does not affect whether Individual Email Results are pushed back into Sales Cloud; it only affects how email addresses and subscription statuses are updated in Marketing Cloud.

* The data extension is located in the Synchronized Data Extensions folder. The Synchronized Data Extensions folder is a special folder that contains data extensions that are synchronized from Salesforce CRM via Marketing Cloud Connect. However, these data extensions cannot be used for sending emails directly; they can only be used as sources for filtered or query-based data extensions.

* The triggered Send Data Extension data extension template was used. This is a predefined data extension template that contains a set of standard fields for logging triggered send data. However, this template does not affect whether Individual Email Results are pushed back into Sales Cloud; it only

* affects what information is stored in Marketing Cloud.

NEW QUESTION: 73

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Subscriber Key
- B. Data Extensions
- C. Contact ID

D. Member Record

Answer: A (LEAVE A REPLY)

NEW QUESTION: 74

Northern Trail Outfitters wants to set up their Send Log data extension Which three considerations should be made for long term success?

Choose 3 answers

- A. Set the period to a fixed date in the Data Retention Policy
- B. Add custom fields not included in the Send Log Template
- C. Log all variable data captured in emails at send time
- D. Log attribute data necessary for auditing communications
- E. Apply an appropriately-scoped Data Retention period

Answer: B,D,E (LEAVE A REPLY)

NEW QUESTION: 75

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Regional or Local Administrator
- B. Marketing Cloud Email Marketing Manager
- C. Marketing Cloud Administrator
- D. Marketing Cloud Channel Manager

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 76

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

Answer: B (LEAVE A REPLY)

Explanation

The Einstein STO activity allows the journey to send five different versions of an initial welcome email to new subscribers at the optimal time for each subscriber. This activity requires only one email and one activity, whereas the Join activity would require five emails and five activities.

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NEW QUESTION: 77

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: (SHOW ANSWER)

Explanation

After a Contact Delete request has been processed for subscribers who have been sent an email previously, the following data would still exist in the account:

- * Contact-specific data at the job level. This includes data such as open rate, click rate, bounce rate, and unsubscribe rate for each individual contact who received an email. This data is not deleted because it is used for reporting and analytics purposes.
- * General tracking data at the job level. This includes data such as total number of sends, opens, clicks, bounces, and unsubscribes for each email job. This data is not deleted because it is used for reporting and analytics purposes. The other options are incorrect because:
 - * Contact data in non-sendable data extensions. This includes data such as name, address, phone number, and other attributes for each contact. This data is deleted because it is not used for sending emails and it is considered personal information.

* Contact data in sendable data extensions. This includes data such as email address and subscriber key for each contact. This data is deleted because it is used for sending emails and it is considered personal information.

NEW QUESTION: 78

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.

What should the admin confirm to resolve the issue?

- A.** The data extension is marked as Sendable
- B.** The data extension contains a Salesforce ID
- C.** The Data extension is marked as Sendable and Testable
- D.** The data extension is linked using the Contact Key

Answer: A (LEAVE A REPLY)

Explanation

To resolve the issue of not being able to see the audience file in the data extension when scheduling the send, the admin should confirm that the data extension is marked as Sendable. A sendable data extension is one that has an email address field and a subscriber key field that can be used for sending emails. If the data extension is not marked as sendable, it will not appear as an option when selecting an audience for an email send. The other options are incorrect because:

- * The data extension contains a Salesforce ID. This is not a requirement for sending emails from a data extension. A Salesforce ID is only needed if NTO wants to use Marketing Cloud Connect to sync data between Marketing Cloud and Salesforce CRM.
- * The Data extension is marked as Sendable and Testable. This is not a valid option for marking a data extension. A data extension can only be marked as sendable or non-sendable; there is no testable option.
- * The data extension is linked using the Contact Key. This is not a requirement for sending emails from a data extension. The Contact Key is only needed if NTO wants to use Contact Builder to link data across different sources and channels.

NEW QUESTION: 79

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.** Automationstudio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- B.** Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.

C. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.

D. Automation Studio: Create a Report Activity to run every seven days.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 80

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: B (LEAVE A REPLY)

Explanation

To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period

NEW QUESTION: 81

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 (LEAVE A REPLY)

Explanation

To import data into a non-sendable data extension without a primary key, the admin could use the Overwrite import type³. This import type will delete all existing records in the data extension and replace them with the new records from the import file. This import type does not require a primary key because it does not need to match or update any existing records. The other options are incorrect because:

* Add Only. This import type will add new records to the data extension without affecting existing records. However, this import type requires a primary key to prevent duplicate records from being added.

* Add and Update. This import type will add new records and update existing records in the data extension based on the primary key. However, this import type requires a primary key to match and update the existing records.

* Update Only. This import type will update existing records in the data extension based on the primary key. However, this import type requires a primary key to match and update the existing records.

NEW QUESTION: 82

A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization.

What functionality would get messages out the door faster?

- A. Send Throttling
- B. Burst Sending
- C. Journey Builder Triggered Sends
- D. Marketing Cloud Connect

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 83

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

- A. Google Analytics 360
- B. Web & Mobile Analytics
- C. Collect Tracking code
- D. Conversion Tracking

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 84

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

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

Answer: ([SHOW ANSWER](#))

Explanation

The out-of-the-box Subscription center can display Publication Lists and Lists as options for subscribers to opt in or out of. Data Extensions and Groups are not supported by the default Subscription center.

NEW QUESTION: 85

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 (LEAVE A REPLY)

Explanation

A triggered message is a type of email that is sent automatically based on a subscriber's behavior or a predefined event. This reduces the manual workload on the team and improves the customer experience by sending timely and relevant messages

NEW QUESTION: 86

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: A,C (LEAVE A REPLY)

Explanation

After a Contact Delete request has been processed for subscribers who have been sent an email previously, the following data would still exist in the account:

Contact-specific data at the job level. This includes data such as open rate, click rate, bounce rate, and unsubscribe rate for each individual contact who received an email. This data is not deleted because it is used for reporting and analytics purposes.

General tracking data at the job level. This includes data such as total number of sends, opens, clicks, bounces, and unsubscribes for each email job. This data is not deleted because it is used for reporting and analytics purposes. The other options are incorrect because:

Contact data in non-sendable data extensions. This includes data such as name, address, phone number, and other attributes for each contact. This data is deleted because it is not used for sending emails and it is considered personal information.

Contact data in sendable data extensions. This includes data such as email address and subscriber key for each contact. This data is deleted because it is used for sending emails and it is considered personal information.

NEW QUESTION: 87

Which two statements are correct about Send Logging?

Choose 2 answers

- A.** A business unit can support up to three Send Logs.
- B.** SQL Query Activities can reference Send Logs in combination with system data views.
- C.** AMPscript can be used to pull data from Send Logs for use within emails.
- D.** Send Log data extensions are archived automatically based on retention settings.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 88

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 (LEAVE A REPLY)

Explanation

Impression Tracking for Triggered Sends is the report that should be used. Impression Tracking for Triggered Sends is a feature that allows marketers to track how subscribers interact with content areas within triggered emails. Impression Tracking for Triggered Sends can be enabled for any content area that uses AMPscript or dynamic content blocks. The report shows metrics such as impressions, unique impressions, clicks, and click rate for each content area

NEW QUESTION: 89

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit.

What could explain this behavior?

- A.** Data in data extensions corresponding to the customer
- B.** The user gets Added to a blocklist that causes an Enterprise level unsubscribe
- C.** The user Is getting deleted from the AN Subscribers list
- D.** Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

Answer: C (LEAVE A REPLY)

NEW QUESTION: 90

Northern Trail Outfitters has the Discover Reporting Tool.

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

Choose 2 answers

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 91

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. Cloud Pages URL AMP script function
- B. Web Analytics Connector
- C. Link Wrapping

Answer: A (LEAVE A REPLY)

Explanation

To pass the email address of a subscriber to a landing page through a URL parameter from a promotional email securely, the admin should use the CloudPagesURL AMPscript function. This function encrypts the email address and other parameters and generates a unique URL for each subscriber. The landing page can then use the RequestParameter AMPscript function to decrypt the email address and other parameters

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NEW QUESTION: 92

Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists.

How should the user be updated to allow the analyst the appropriate access?

- A. Remove Marketing Cloud Viewer

- B. Add Marketing Cloud Security Administrator
- C. Remove Marketing Cloud Channel manager
- D. Add Distributed Sending user

Answer: A ([LEAVE A REPLY](#))

Explanation

Removing Marketing Cloud Viewer role from the user would allow the analyst to import contact lists. The Marketing Cloud Viewer role is a read-only role that prevents users from performing any actions on data or content. The Marketing Cloud Channel Manager role already grants the user permission to import contact lists.

The other options would not solve the problem or are unnecessary.

NEW QUESTION: 93

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: ([SHOW ANSWER](#))

Explanation

Overwrite is the import type that should be used when the data extension contains all current product information and the product catalog is never the same. This import type will delete all existing records in the data extension and replace them with the new records from the CSV file

NEW QUESTION: 94

A Marketing Cloud Administrator noticed a File Drop Automation has been failing on the Import File activity.

The automation is configured with a filename pattern, so the filename is expected to begin with customer import_. The import is configured to look for a file named Customer import %%%Year%% Month%% Day%%.csv, however, the admin notices the filenames include seconds and milliseconds what should the admin do to fix the issue?

- A. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity
- B. Make sure the team has a date stamp to avoid duplication
- C. Make sure the files are placed in the correct subfolder within the SFTP
- D. Use the exact file name used for the trigger in the Import File Activity

Answer: ([SHOW ANSWER](#))

Explanation

Using %%FILENAME_FROM_TRIGGER%% in the Import File Activity allows the automation to import any file that matches the filename pattern, regardless of the date and time stamp. This is the recommended solution for File Drop Automations

NEW QUESTION: 95

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 ([LEAVE A REPLY](#))

Explanation

To avoid storing sensitive data in the cloud, the admin should use Tokenized Sending. This feature allows Marketing Cloud to send emails without storing sensitive data such as credit card numbers or social security numbers. Instead, Marketing Cloud uses tokens that are replaced with actual data at send time by an external system.

NEW QUESTION: 96

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.

Where should the Marketing Cloud admin begin troubleshooting?

- A. Contact Builder > Synchronized Data Extensions
- B. Automation Studio > File Transfers
- C. Email Studio > Synchronized Data Extensions
- D. Contact Builder > Data Sources

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 97

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 each data extension directly to Contacts.
- 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 Customers to Contacts, Orders to Customers, and Products to Orders.
- D. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 98

Create separate folders and add permissions is how they should accomplish this. Folders are used to organize data extensions and other assets in Marketing Cloud. Permissions can be applied to folders to control which users can view or update the data extensions or assets within them. By creating separate folders for B2C and B2B campaigns and adding permissions accordingly, they can restrict access to data extensions based on user roles

QUESTIONNO: 95 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: D ([LEAVE A REPLY](#))

Click Activate and wait for an email notification is the action that should be taken to populate the Einstein Engagement Scoring Dashboard. Einstein Engagement Scoring is a feature that uses artificial intelligence to score subscribers based on their likelihood to open, click, or unsubscribe from emails. To activate this feature, users need to click the Activate button in the dashboard and wait for an email notification that confirms the activation and provides a link to view the scores.

NEW QUESTION: 99

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers.

They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- B. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- C. IP ramp -up can be bypassed, given their historical lack of deliverability issues.
- D. IP ramp -up is important to establish a positive sender reputation.

Answer: ([SHOW ANSWER](#))

Explanation

IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers and IP ramp-up is important to establish a positive sender reputation. These responses articulate proper IP warming, which is the process of gradually increasing email volume from a new or unused IP address to build trust and credibility with Internet Service Providers (ISPs)

NEW QUESTION: 100

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: D ([LEAVE A REPLY](#))

Explanation

To update their Marketing Cloud SFTP password, the admin should go to Company Settings in Setup. There, they can find the FTP Accounts section and click Edit on their SFTP account. They can then enter a new password and save it

NEW QUESTION: 101

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Selected SFTP folder
- B. Original SFTP folder
- C. Target Data Extension
- D. Safehouse

Answer: ([SHOW ANSWER](#))

Explanation

To resolve the issue of the encrypted file being decrypted after the File Transfer Activity completes, the decrypted data would be in the original SFTP folder. The File Transfer Activity can be configured to decrypt an encrypted file using a decryption key provided by NTO. The decrypted file will be placed in the same location as the encrypted file on the SFTP site. The other options are incorrect because:

Selected SFTP folder. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not allow NTO to select a different SFTP folder for the decrypted file. The decrypted file will be placed in the same location as the encrypted file on the SFTP site.

Target Data Extension. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not import data into a data extension. The File Transfer Activity only moves files from one location to another, such as from an FTP site to the Safehouse or from the Safehouse to a data extension. To import data into a data extension, NTO needs to use an Import File Activity.

Safehouse. This is not where the decrypted data would be after the File Transfer Activity completes, as the File Transfer Activity does not move files to the Safehouse when decrypting them. The File Transfer Activity only moves files to the Safehouse when encrypting them or when transferring them from an external FTP site to Marketing Cloud.

The Safehouse is a temporary storage location within Marketing Cloud that can be used for staging files before importing them into a data extension.

NEW QUESTION: 102

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: ([SHOW ANSWER](#))

Explanation

To ensure a notification is received when the query fails, the admin should add their email address in the automation "Runtime Error or Skipped Run Notification Settings". This setting allows the admin to specify an email address or a data extension to receive notifications when an automation encounters a runtime error or a skipped run. A runtime error occurs when an activity within an automation fails to execute, such as a query that has invalid syntax or references a non-existent data extension. A skipped run occurs when an automation is scheduled to run but does not run because the previous run is still in progress. The other options are incorrect because:

- * Install the Marketing Cloud App on phone to receive Push Messages. This option will not ensure a notification is received when the query fails, as the Marketing Cloud App does not support push notifications for automation errors or skipped runs. The Marketing Cloud App only supports push notifications for Journey Builder entry events and email sends.
- * Add their Email Address in the Query Activity Notifications Field. This option will not ensure a notification is received when the query fails, as the Query Activity Notifications Field only sends notifications when the query completes successfully. The notifications include information such as the number of records processed, added, updated, skipped, or failed.
- * Configure the "Event Notification Service" in Setup with their Email Address. This option will not ensure a notification is received when the query fails, as the Event Notification Service is a feature that allows external systems to subscribe to events that occur in Marketing Cloud, such as email sends, opens, clicks, bounces, and unsubscribes. The Event Notification Service does not support events related to automation errors or skipped runs.

NEW QUESTION: 103

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 104

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: A,C (LEAVE A REPLY)

Explanation

When "Send as Multipart MIME" is selected during the send process, an auto-generated text version will be sent with the HTML email and open and click activity will be tracked in either version. This option helps to ensure that subscribers can view the email regardless of their email client or device preferences

NEW QUESTION: 105

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

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

Answer: D (LEAVE A REPLY)

Explanation

To use Sales Cloud data in their queries, the admin should use Synchronized Data Sources. This feature allows Marketing Cloud to automatically import and update data from Sales Cloud objects and fields. The data is stored in data extensions that can be queried using SQL.

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