Exam Code: Marketing Cloud Administrator CRT-250
Exam Name: Salesforce Certified Marketing Cloud Administrator

Vdumps

Exam A

QUESTION 1
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

Correct Answer: A
Section:

QUESTION 2
A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement.
What consideration should be given to the preference profile centers for this integration?

A. Branding for each business units' profile centers will be inherited from the default business unit setup.
B. Profile/Preference centers are automatically created for each business unit connected through Multi-org
C. Multi org does not support the standard profile preference center for the business units.
D. Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

Correct Answer: C
Section:

QUESTION 3
(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

Correct Answer: A
Section:

QUESTION 4
A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.
What should the admin do to ensure only specific Contacts are synced?

A. Filter records on a formula field

B. Filter existing records in All Subscribers
C. Filter records created after a specified date
D. Filter records on a Boolean field

Correct Answer: D
Section:

QUESTION 5
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.

Correct Answer: A, C, E
Section:

QUESTION 6
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

Correct Answer: C, D
Section:

QUESTION 7
Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.
What consideration could account for this behavior?

A. Data retention settings were incorrect in the data extension.
B. The email address in All Subscribers is prioritized.
C. Contact Builder was not configured properly.
D. The data extension was not configured as sendable.

Correct Answer: B
Section:

QUESTION 8
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

Correct Answer: B, C
Section:

QUESTION 9
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

Correct Answer: B
Section:

QUESTION 10
What does Marketing Cloud authenticate when a user logs in through the user interface?

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

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

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

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

Correct Answer: B
Section:

QUESTION 11
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.

Correct Answer: C
Section:

QUESTION 12

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

Correct Answer: A, C
Section:

QUESTION 13

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

Correct Answer: D
Section:

QUESTION 14

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

A. Run a Bounce Email Report
B. Query the Bounce Data View
C. Query the Send Log
D. Run an Account Send Summary Report

Correct Answer: B
Section:

QUESTION 15

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

Correct Answer: A, D
Section:

QUESTION 16
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

Correct Answer: B
Section:

QUESTION 17
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. Tokenized Sending

B. Transparent Data Encryption

C. Key Management

D. Field level Encryption

Correct Answer: A
Section:

QUESTION 18
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

Correct Answer: A
Section:

QUESTION 19
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

Correct Answer: D
Section:

QUESTION 20
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. Apply an appropriately-scoped Data Retention period
B. Add custom fields not included in the Send Log Template
C. Log attribute data necessary for auditing communications
D. Log all variable data captured in emails at send time
E. Set the period to a fixed date in the Data Retention Policy

Correct Answer: A, B, C
Section:

QUESTION 21
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.

Correct Answer: C
Section:

QUESTION 22
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

Correct Answer: A
Section:

QUESTION 23
Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access How should the Marketing Cloud admin ensure users have access?

A. Choose Public App Integration during the installation
B. Install App-appropriate business units for expanded access
C. License all appropriate users within the installed package
D. Configure the API Integration to allow all users access

Correct Answer: C
Section:

QUESTION 24

What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?

A. Preference Center link and physical mailing address

B. Business name and a link to the business website

C. Business name and physical mailing address

D. Preference Center link and a link to the business website

Correct Answer: A
Section:

QUESTION 25

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.
Which feature should they use?

A. Tokenized Sending

B. Field Level Encryption

C. Lookup reference to Contact Object

D. Master-detail relationship to Contacts

Correct Answer: A
Section:

QUESTION 26

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 Whitelisting

B. Field Level Encryption

C. Advanced Audit Trail

D. Single Sign on Authentication

Correct Answer: A
Section:

QUESTION 27

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

Correct Answer: B, C, D
Section:

QUESTION 28
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.

Correct Answer: D
Section:

QUESTION 29
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

Correct Answer: C
Section:

QUESTION 30
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.

Correct Answer: A, C
Section:

QUESTION 31
What functionality is contained in Journey Builder that does not exist in Automation Studio?

A. Native execution of a Server-side JavaScript activity.

B. The option to convert a qualified Lead to a Contact.

C. Flexibility to wait based on duration or a specific time.

D. The ability to send an email to a Salesforce audience.

Correct Answer: B
Section:

QUESTION 32
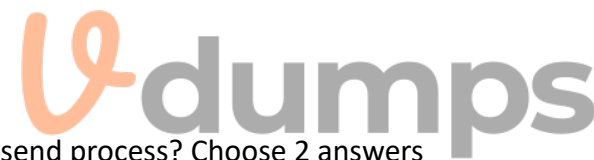
A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email #1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date. Email #3 will be sent on the member's renewal date.

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.

Correct Answer: D
Section:

QUESTION 33
Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.
Which three criteria should the customer use to create an audience for this campaign?
Choose 3 answers

A. Proximity to Store

B. Ages in Household

C. Lifetime Purchase Value

D. Conversion Rate

E. Last Purchase Date

Correct Answer: C, D, E
Section:

QUESTION 34
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.

Correct Answer: A, D
Section:

QUESTION 35
Which two statements are correct about Send Logging?
Choose 2 answers

A. Send Log data extensions are archived automatically based on retention settings.

B. AMPscript can be used to pull data from Send Logs for use within emails.

C. SQL Query Activities can reference Send Logs in combination with system data views.

D. A business unit can support up to three Send Logs.

Correct Answer: B, C
Section:

QUESTION 36
A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

A. One -to -Many Relationship
B. Many -to -Many Relationship
C. One -to -One Relationship
D. Many -to -One Relationship

Correct Answer: A
Section:

QUESTION 37
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

Correct Answer: B
Section:

QUESTION 38
As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.
What is the recommended best practice for font usage in email?

A. Use a web-safe font for text that closely matches the brand's custom font.
B. Build an email as one image, with all text saved in the brand font.
C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
D. Build an email using multiple images, with all text saved in the brand font.

Correct Answer: A
Section:

QUESTION 39
A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.
Which feature should be utilized to make this happen?

A. Publication Lists
B. Subscriber Keys

C. Profile Center

D. Send Logging

Correct Answer: A
Section:

QUESTION 40
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

Correct Answer: B, D, E
Section:

QUESTION 41
During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:
• Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
• Contact records will be augmented by relational data tables via Contact Builder.
• The customer data file will contain 5M records with 40+ attributes.
• One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
• A customer ID will be used as the unique identifier for each contact.
Which statement differentiates the use of data extensions over lists?

A. Data extensions allow for add/update Import activity.

B. Data extensions can store HTML code as an attribute.

C. Data extensions support Customer ID to be used as Subscriber Key.

D. Data extensions are necessary for Contact Builder

Correct Answer: D
Section:

QUESTION 42
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. AMPscript
B. SSJS
C. SQL
D. HTML

Correct Answer: A
Section:

QUESTION 43
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. Contact ID
C. Member Record
D. Data Extensions

Correct Answer: A
Section:

QUESTION 44
Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:
• Number of Sends
• Delivery Rate
• Overall Bounce Rate
• Block Bounce Rate
• Open Rate
• Click Rate
• Complaint Rate
• Unsubscribe Rate
Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

A. Campaign Email Tracking Report
B. Email Performance Over Time Report
C. Email Send Report
D. Account Send Summary Report

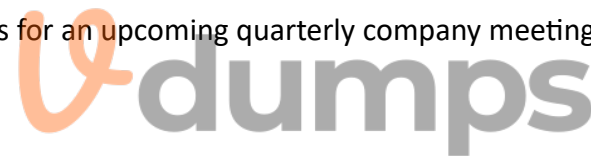**Correct Answer: D**
Section:

QUESTION 45
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 Channel Manager

B. Marketing Cloud Email Marketing Manager

C. Marketing Cloud Regional or Local Administrator

D. Marketing Cloud Administrator

Correct Answer: B, C
Section:

QUESTION 46
Northern Trail Outfitters has Marketing Cloud users who need data extension View and Update permissions for campaigns related to B3C sales, out not any permissions for campaigns related to B2B sales.
How should they accomplish this?

A. Create separate folders and add permissions

B. Create a shared data extension

C. Update data extension object level permissions

D. Create a new business unit

Correct Answer: C
Section:

QUESTION 47
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

Correct Answer: A
Section:

QUESTION 48
A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable String to links in emails.
Which functionality would allow this?

A. Parameter Manager

B. Web and Mobile Analytics

C. Advertising Studio

D. Personalization Builder

Correct Answer: A
Section:

QUESTION 49
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

Correct Answer: A
Section:

QUESTION 50
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

Correct Answer: B
Section:

QUESTION 51
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

Correct Answer: C
Section:

QUESTION 52
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.

Correct Answer: D
Section:

QUESTION 53
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. The user gets Added to a blocklist that causes an Enterprise level unsubscribe

B. The user Is getting deleted from the AN Subscribers list

C. Data in data extensions corresponding to the customer

D. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

Correct Answer: B
Section:

QUESTION 54
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

Correct Answer: C, D
Section:

QUESTION 55
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

Correct Answer: B
Section:

QUESTION 56
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

Correct Answer: C
Section:

QUESTION 57
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. CloudPage forms Content Block

B. Email Form Content Block

C. Dynamic Content Block

D. Reference Content Block

Correct Answer: B
Section:

QUESTION 58
A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.
Why would the total contact count be less than the total number of contacts from all data sources?

A. Synchronized contacts are only counted after sending

B. Only active email subscriber are counted.

C. Mobile subscribers are not counted as contacts.

D. There are overlapping contacts in each of the channel

Correct Answer: B
Section:

QUESTION 59
A Marketing Cloud admin has configured a Tracking Extract which includes all subscriber attributes for their global regions. However, the admin notices accented characters in the customers' names appear jumbled in the extracted file.
Which two settings could solve this issue?
Choose 2 answers

A. Change Column Delimiter to

B. Change Character Encoding to UTF-8

C. Select Unicode Output

D. Change Format to xml

Correct Answer: B, C
Section:

QUESTION 60
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

Correct Answer: D

Section:

QUESTION 61
Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrell a. 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.

Correct Answer: B
Section:

QUESTION 62
Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build.
Where should their Marketing Cloud admin set up permissions to allow REST authentication?

A. Installed Packages
B. Data Management
C. Security Settings
D. Salesforce Integration

Correct Answer: A
Section:

QUESTION 63
Northern Trail Outfitters has Imported a file Into All Subscribers. They then received a results file stating admin@example.com could NOT be imported.
Which error code would the file contain for this record?

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

Correct Answer: B
Section:

QUESTION 64
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 File Transfer to its own automation and include a notification email address
B. Move the Import definition to its own automation and include a notification email address
C. Update the Import definition to include a notification email address
D. Update the automation to include a notification email address for Runtime Errors

Correct Answer: C
Section:

QUESTION 65
A Marketing Cloud admin wants to create an SFTP User for the first time.
Which two considerations should be taken when configuring an SFTP User7 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.

Correct Answer: B, D
Section:

QUESTION 66
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

Correct Answer: B
Section:

QUESTION 67
Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud.
Which policies could the Marketing Cloud admin configure in Setup7

A. Minimum Password Length, Password Complexity, Password History, Expiration Period
B. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
C. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions
D. Maximum Password Length, Password Complexity, Unique Password, Expiration Period

Correct Answer: A
Section:

QUESTION 68
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

Correct Answer: B, D
Section:

QUESTION 69
Northern Trail Outfitters has a mobile app.
Which two products would allow them to send push notifications to customers with their mobile app?
Choose 2 answers

A. Journey Builder
B. Contact Builder
C. MobileConnect
D. MobilePush

Correct Answer: A, D
Section:

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

Correct Answer: C
Section:

QUESTION 71
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

Correct Answer: B
Section:

QUESTION 72
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

Correct Answer: C
Section:

QUESTION 73
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

Correct Answer: C
Section:

QUESTION 74
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. Email Performance by Device
C. Email Sending Performance Report
D. Deliverability Complaint Rate

Correct Answer: B, C
Section:

QUESTION 75
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. Einstein AI
B. Interaction Studio
C. Datorama
D. Google Marketing Platform

Correct Answer: C
Section:

QUESTION 76
Northern Trail Outfitters just purchased Marketing Cloud.
Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant?
Choose 3 answers

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

B. Creating a SMS message and sending a mobile campaign

C. Classifying sends and defining parameters for email sends

D. Building the data structure used to store audience information

E. Importing data into contacts using the Data Loader

Correct Answer: A, C, D
Section:

QUESTION 77
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

Correct Answer: A
Section:

QUESTION 78
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

Correct Answer: A
Section:

QUESTION 79
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

Correct Answer: B
Section:

QUESTION 80
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

Correct Answer: A
Section:

QUESTION 81
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. Give permissions to users at top-level account to assign their own business units.
B. Search for the individual user, select their name, and click Manage Business Units.
C. Search for the individual user, select their name and click Edit Business Units.
D. Re-import the users to update their assigned business units

Correct Answer: D
Section:

QUESTION 82
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

Correct Answer: A
Section:

QUESTION 83
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

Correct Answer: C
Section:

QUESTION 84

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. CloudPages

D. Synchronized Data Sources.

Correct Answer: D
Section:

QUESTION 85
A Marketing Cloud admin wants to automatically unsubscribe customers who respond to marketing emails asking to be removed from the mailing list.
Which two steps should the admin take to enable this functionality?
Choose 2 answers

A. Ensure a Custom response is enabled for Automated Response in Reply mail Management

B. Verify Reply Mail Management has been enabled in the account

C. Select Unsubscribe Manual requests in Reply Mail Management

D. Select Delete Auto-Replies and Out-of-Office mail Management

Correct Answer: A, B
Section: