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QUESTION 1

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

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 Multiorg
- 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

QUESTION 3

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

QUESTION 4

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: BC

QUESTION 5

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:

1.

Number of Sends

2.

Delivery Rate

3.

Overall Bounce Rate

4.

Block Bounce Rate

5.

Open Rate

6.

Click Rate

7.

Complaint Rate

8.

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

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