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QUESTION 1

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

QUESTION 2

A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in

emails.

What functionality would allow this?

A. Advertising Studio

B. Personalization Builder

C. Web and Mobile Analytics

D. Web Analytics Connector

Correct Answer: D

QUESTION 3

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

Which security setting would control this behavior?

A. Select `Identity Verification\\'

B. Select `Enable Audit Trail Data Collection\\'

C. Deselect `Exclude API Users From Password Expiration\\'

D. Deselect `Enable Username and Password for Web Services\\'

Correct Answer: D

QUESTION 4

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

QUESTION 5

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

QUESTION 6

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

QUESTION 7

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

Correct Answer: B

QUESTION 8

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 9

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 10

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

QUESTION 11

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

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

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

What action should correct the issue?

A. Apply the Marketing Cloud for AppExchange User option as well

B. Reset al passwords to force new tokens

C. Apply the appropriate user mappings in the CRM configuration

D. Apply the administrator and Marketing Cloud Administrator permission sets to user

Correct Answer: D

QUESTION 12

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account

Which value should link these new data extensions in Data Designer to the existing contact records?

A. Unique Contact Identifier

B. Primary key

C. Unique Contact email address

D. Subscriber ID

Correct Answer: B

QUESTION 13

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

QUESTION 14

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

1.

Use SmartCapture forms to write data into event registration data extensions.

2.

Cross-reference the records in each registration data extension with corresponding invitation email sends.

3.

Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?

A. AMPscript

B. SQL

C. HTML

D. CSS

Correct Answer: A

QUESTION 15

Northern Trail Outfitters (NTO) has decided to use Journey Builder to launch event-driven lifecycle marketing programs.

This includes personalized interactions with customers with the goal of increasing purchase frequency.

Which two pieces of information would help NTO achieve this objective? Choose 2 answers

A. Products purchased from a competitor.

B. Number of items per order.

C. Channel preference of customers.

D. Last purchase date

Correct Answer: CD

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