Question 1

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?

Options:

A- Create child business units for each brand and nest another level of child business units for GEOs.

B- Create and apply folders with naming conventions in the current account to keep track of brand assets.

C- Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.

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

Answer:

B

Question 2

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?

Options:

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

B- Configure the Enterprise wide default retention to one year

C- Set inactive data to be automatically cleared after one year, but is recoverable

D- Apply a Row Based Retention to each data extension as it is created, set to 12 months

Answer:

D

Question 3

Question Type: MultipleChoice

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

Options:

A- Change Column Delimiter to

B- Change Character Encoding to UTF-8

C- Select Unicode Output

D- Change Format to xml

Answer:

B, C

Question 4

Question Type: **MultipleChoice**

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?

Options:

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

Answer:

B

Question 5

Question Type: MultipleChoice

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?

Options:

A- CloudPage forms Content Block

B- Email Form Content Block

C- Dynamic Content Block

D- Reference Content Block

Answer:

B

Question 6

Question Type: **MultipleChoice**

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?

Question 7

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?

Options:

A- CSV download of bounce data in My Tracking

B- Automation Studio Tracking Extract

C- Automation Studio Query Activity

D- Discover Deliverability Complaint Rate Report

Answer:

B

Question 8

Question Type: **MultipleChoice**

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.

Which two settings should be selected before the admin can configure the Holdback percentage?

Choose 2 answers

A- Data Extension entry source

B- Journey re-entry settings

C- Run Once schedule type

D- Winner evaluation

Answer:

C, D

Question 9

Question Type: **MultipleChoice**

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?

Options:

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

Answer:

B

Question 10

Question Type: **MultipleChoice**

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

What should be taken into consideration to accomplish this?

Options:

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:

D

Question 11

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?

Options:

A- Subscriber

B- Link

C- Email

D- Account

Answer:

C

Question 12

Question Type: MultipleChoice

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?

Options:

A- AMPscript for Marketing Cloud

B- Parameter Manager

C- Google Analytics 360

D- Marketing Cloud Connect

Answer:

B