Question 1

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?

Options:

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:

A

Question 2

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?

Options:

A- Content Creator and Marketing Cloud Viewer

B- Analyst and Marketing Cloud Viewer

C- Data Manager and Analyst

Answer:

C

Question 3

Question Type: **MultipleChoice**

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

Options:

A- Publication Lists

B- Data Extensions

C- Lists

D- Groups

Answer:

B

Question 4

Question Type: **MultipleChoice**

A Marketing Cloud Admin has 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.

How should the admin fix the issue?

Options:

A- Use the exact filename used for the trigger in the import File Activity

B- Make sure the file is placed on the correct subfolder within the SFTP

C- Make sure the filename has a date stamp to avoid duplication

D- Use %%FILENAME_FROM_TRIGGER%% in the import File Activity

Answer:

D

Question 5

A Contact Delete request has been processed for subscribers who have been sent to previously in a Northern Trail Outfitters account, the action did NOT target all contacts in their account and significant number of contacts which have been sent to remain,

Which two data would still exist in the account? Choose 2 answers

Options:

A- Contact data in sendable data extensions

B- Contact data in non-sendable extensions

C- Contact-specific data at the job level

D- General tracking data at the job level

Answer:

B, D

Question 6

Question Type: **MultipleChoice**

A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounces status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

Options:

A- Status is changed to Active and the bounce count is unchanged

B- Status is changed to Held for 72 hours and the bounce count is set to Zero

C- Status remains as Bounced the bounce count is unchanged

D- Status is changed to Active and the bounce count is set to Zero

Answer:

D