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Question 1

Question Type: MultipleChoice

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing cloud to execute a send.

Which feature would the admin use to meet this requirement?

Options:

- A- Tokenized Sending
- B- List Sending
- C- Field Level Encryption.
- D- Distributed Marketing Sends.

Answer:

A

Question 2

Question Type: MultipleChoice

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

Options:

- 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

Answer:

A, B

Question 3

Question Type: MultipleChoice

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries.

Which feature would allow this functionality?

Options:

- A- Query Studio
- B- Journey Builder
- C- CloudPages
- D- Synchronized Data Sources.

Answer:

D

Question 4

Question Type: MultipleChoice

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?

Options:

A- 15-digit contact ID

B- Numeric Subscriber ID

C- 18-digit Contact ID

D- Email Address

Answer:

C

Question 5

Question Type: MultipleChoice

A Marketing Cloud admin has been asked to update their Marketing cloud SFTP password.

Where in setup could they accomplish this task?

Options:

- A- Data management
- B- Security
- C- Feature Settings
- D- Company Settings

Answer:

A

Question 6

Question Type: MultipleChoice

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?

Options:

- 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

Answer:

D

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