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Topic Break Down

Topic	No. of Questions
Topic 1, Digital Marketing Proficiency	15
Topic 2, Subscriber Data Management	76
Topic 3, Setup	58
Topic 4, Channel Management	64
Topic 5, Maintenance	17
Total	230

QUESTION NO: 1

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

A. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.

B. The consultant should enable deep linking in Marketing Cloud Connect configuration.

C. The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.

D. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

ANSWER: A B

Explanation:

Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user. Marketing Cloud Connect uses this user association to identify the individual who is accessing Marketing Cloud capabilities from Sales Cloud. Mapping users individually supports appropriate authentication, access control, and attribution when Sales Cloud users work with Marketing Cloud email features. The connected users must also have the relevant permissions in their respective Salesforce and Marketing Cloud accounts to perform the required email activities.

The consultant should enable deep linking in Marketing Cloud Connect configuration. Deep linking allows a Sales Cloud user to open the corresponding Marketing Cloud application context directly from Salesforce without separately navigating and authenticating through the Marketing Cloud interface. This creates the connected experience needed for Sales Cloud users to access Marketing Cloud email creation and sending workflows efficiently. Together, user mapping and deep linking establish both the identity relationship and the cross-cloud navigation experience required for Marketing Cloud Connect. Salesforce describes Marketing Cloud Connect capabilities in its Marketing Cloud Connect Trailhead module and provides implementation guidance in the Marketing Cloud Connect documentation.

QUESTION NO: 2

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscriber however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content.

Which activity would allow NTO to build the journey with the fewest activities possible?

A. Einstein STO

B. Engagement Split

C. Wait Until Date

D. Join

ANSWER: D

Explanation:

Join is the correct activity because it combines contacts from multiple journey paths into one shared path. NTO can distribute new subscribers across separate branches for the distinct welcome-email versions, then use a Join activity to bring those branches back together before the common two-week follow-up process. This design means the follow-up email and its timing need to be configured only once after the paths converge, rather than duplicating the same wait and email activities on every branch.

The Join activity is particularly useful when separate paths exist only for an earlier, variant-specific experience but later communications are identical. It improves maintainability because each initial email remains an independently managed asset and the downstream sequence is centralized. Journey Builder supports Join activities for reconnecting multiple paths,

allowing contacts to continue through a unified set of subsequent activities. NTO can therefore preserve separate content for each welcome treatment while maintaining one common follow-up email flow.

For Salesforce guidance on Journey Builder activities and path management, see Salesforce Trailhead: Learn About Journey Builder Activities and Salesforce Help: Join Activity.

QUESTION NO: 3

Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrell

a. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible

Which Marketing Cloud product should NTO purchase as a solution?

A. Email Attachments

B. Distributed Sending

C. Content Syndication

D. Analytics Builder

ANSWER: A

Explanation:

Email Attachments is the appropriate product because NTO needs to deliver a monthly statement directly and privately to each franchisee through email. An attachment enables the statement, commonly a PDF or similar document, to travel with the email message rather than being hosted at a publicly accessible URL. This directly supports the stated confidentiality requirement while giving corporate a repeatable process for monthly communications.

In Marketing Cloud Engagement, Email Attachments is an add-on capability used when files must be included with email sends. It is particularly suitable for operational or business communications in which recipients need a document such as an account statement, invoice, or report. NTO can create the statement file for each franchisee, associate it with the corresponding email send, and deliver it only to the intended recipient. Appropriate data-extension design and subscriber targeting can ensure that each franchisee receives its own monthly statement.

Salesforce documents attachments as a supported email-send capability and notes the associated considerations for using files with sends. See Salesforce Help: Email Attachments and Salesforce Help: Send Email.

QUESTION NO: 4

Where would a Marketing Cloud admin view all verified email addresses?

A. Identity Verification Log

B. From Address Management

C. Reply Mail Management

D. Sender Profiles

ANSWER: B

Explanation:

From Address Management is the centralized Marketing Cloud Setup area used to manage and review email addresses that have completed sender verification. Marketing Cloud requires verification of an individual email address before it can be used as a sender address in certain email-sending configurations. The verification process confirms that the organization

controls the mailbox and is authorized to use it for outbound communication. In From Address Management, an administrator can view the available addresses and their verification status, add addresses as needed, and initiate or resend verification when appropriate. This makes it the appropriate location for an administrator who needs an account-level inventory of verified sender email addresses rather than information tied only to a particular message or send definition. Verified addresses can then be selected when configuring sender details, helping ensure that outbound email uses approved, authenticated identities and supports deliverability and governance practices. Salesforce documents the sender-address verification workflow in its From Address Management documentation. For the related process of defining the sender identity used by email sends, see Salesforce's Sender Profile documentation.

QUESTION NO: 5

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

A. Use a web-safe font for text that closely matches the brand's custom font.

B. Build an email as one image, with all text saved in the brand font.

C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.

D. Build an email using multiple images, with all text saved in the brand font.

ANSWER: A

Explanation:

Use a web-safe font for text that closely matches the brand's custom font. Email is rendered by many different mailbox providers and email applications, and their support for fonts is inconsistent. A custom font may display only where that font is installed locally or where the specific client supports loading web fonts. Consequently, recipients can see an unintended fallback font, which makes the email's presentation unpredictable. Choosing a broadly available web-safe font gives the message a dependable, readable appearance across major desktop, webmail, and mobile clients while still allowing the design to align as closely as practical with the organization's visual identity. This approach also keeps copy as live HTML text, so it remains selectable, scalable, searchable, accessible to assistive technology, and available even when images are blocked. Marketing Cloud email best practices emphasize designing for reliable rendering and accessibility across the varied email-client landscape. See Salesforce Trailhead's email best-practices guidance and Salesforce's Content Builder documentation for guidance on creating robust email content.

QUESTION NO: 6

A Marketing Cloud admin wants to create an SFTP User for the first time.

Which two considerations should be taken when configuring an SFTP User7

Choose 2 answers

A. By default, the username is the MID for the current Marketing Cloud MID.

B. Minimum password length is 12 characters.

C. By default, the password will be the password of the logged-in user.

D. Once created, the user will need to be activated in order to use the SFTP.

ANSWER: B D

Explanation:

"Minimum password length is 12 characters." is a required consideration because Marketing Cloud applies password-policy requirements when an SFTP user is configured. The administrator must supply a password that meets the required minimum

length and the applicable complexity rules so that the credential can be created and used securely for file-transfer authentication. This is separate from the password used by the administrator to sign in to the Marketing Cloud user interface.

“Once created, the user will need to be activated in order to use the SFTP.” is also correct because creating the SFTP account does not by itself complete its usable credential lifecycle. The account must be activated before the user can authenticate to the tenant’s Enhanced FTP endpoint. This activation step helps ensure that file-transfer access is deliberately enabled for the intended user and supports secure administration of FTP credentials. After activation, the user can use the assigned SFTP username, the configured password, and the account-specific Enhanced FTP host details to connect and exchange files according to the permissions available to that account.

Salesforce documents FTP account administration and activation in its Marketing Cloud FTP Accounts documentation. For broader guidance on managing data-access configurations, see the Marketing Cloud Data Management Trailhead module.

QUESTION NO: 7

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

A. Open and click activity are tracked in either version.

B. The email will avoid detection by various SPAM filters.

C. An auto-generated text version will be sent with your HTML email.

D. A custom text version will be sent with your HTML email.

ANSWER: B C

Explanation:

“The email will avoid detection by various SPAM filters.” and “An auto-generated text version will be sent with your HTML email.” are the applicable outcomes. Multipart MIME packages alternative representations of the same message, normally an HTML version and a plain-text version, in one standards-compliant email. When this setting is selected in Marketing Cloud Engagement, the platform generates and includes a plain-text alternative alongside the HTML content. This supports recipients whose email clients cannot render HTML or who prefer plain-text messages.

Including a legitimate plain-text alternative can also support deliverability. Many mailbox providers and filtering systems expect well-formed commercial email to include content that recipients can read without HTML, so multipart formatting can reduce characteristics associated with suspicious or incomplete HTML-only messages. It is not a guarantee of inbox placement; sender reputation, authentication, consent, content, and engagement remain important factors. The underlying MIME standard defines how a message can contain alternative body formats for a recipient client to select. See the multipart/alternative definition in RFC 2046 and Salesforce’s Marketing Cloud Engagement Help search for Send as Multipart MIME.

QUESTION NO: 8

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. Cloud Page forms Content Block

B. Email Form Content Block

C. Dynamic Content Block

D. Reference Content Block

ANSWER: B

Explanation:

Email Form Content Block is designed to collect information from a subscriber directly within a marketing email. For a post-purchase feedback message, a marketer can add form fields such as a rating, satisfaction selection, or short feedback response to the email content. The subscriber can complete and submit the form from the inbox experience, which minimizes friction and avoids requiring a separate landing-page visit for the feedback interaction. Submitted form data can then be used in Marketing Cloud for follow-up, reporting, or personalization activities, subject to the email client supporting the required interactive email capabilities. This makes the feature particularly appropriate when the objective is to make feedback collection as immediate and convenient as possible after an online purchase. Salesforce documents Email Form as a Content Builder block for gathering subscriber data through email and recommends considering client support when designing interactive email experiences. See Salesforce's Email Form Content Block documentation and the Content Builder documentation.

QUESTION NO: 9

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud.

Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?

Choose 2 answers

A. Text

B. Decimal

C. Number

D. Boolean

ANSWER: C D

Explanation:

Number and **Boolean** require minimal size and scalability consideration because they represent bounded, structured values in a data extension. A Number field stores whole-number values within Marketing Cloud's supported numeric constraints, rather than accepting an arbitrarily long string. This makes its storage profile predictable when importing large warehouse datasets. A Boolean field is even more constrained: it represents a true/false value, such as whether a subscriber is active, opted in, or has completed a preference selection. Because the possible values are limited and fixed, it is an efficient choice for flags used across high-volume subscriber records.

When designing a data extension for warehouse ingestion, selecting appropriately constrained data types helps maintain a scalable schema and supports efficient querying, filtering, and segmentation. Number fields are appropriate for values such as counts, identifiers that are genuinely numeric, or whole-number measures. Boolean fields are appropriate for binary status attributes. Salesforce documents the available data-extension field types and their usage in its Marketing Cloud data-extension guidance and API reference: DataExtensionField reference and Marketing Cloud data extensions documentation.

QUESTION NO: 10

Northern Trail Outfitters is planning a large email send to a recently acquired subscriber list.

Which two actions should the Marketing Cloud admin recommend to protect deliverability?

Choose 2 answers

A. Confirm that the subscribers provided valid permission.

B. Begin with the most engaged subscribers and increase volume gradually.

C. Send to the entire acquired list on the first deployment.

D. Use an unbranded From Address to reduce complaints.

ANSWER: A B

Explanation:

Confirm that the subscribers provided valid permission is essential because permission-based sending reduces complaints, improves engagement, and supports compliance requirements. NTO should understand how and when consent was obtained before sending marketing messages to the acquired population.

Begin with the most engaged subscribers and increase volume gradually is also appropriate. A gradual approach allows NTO to evaluate bounces, complaints, engagement, and inbox-placement signals before expanding the send population. This is especially important when sending from a new or recently warmed sending infrastructure.

Sending to all records immediately or attempting to conceal the sender identity can damage sender reputation and does not address consent quality. See Salesforce Trailhead's Email Deliverability Basics module and the Salesforce IP warming overview.

QUESTION NO: 11

Northern Trail Outfitters to bring subscriber data from its data warehouse into Marketing Cloud.

Which two fields would need minimal consideration, for size/scalability related reasons,when creating a data extension to house this data?

Choose 2 answers

A. Number

B. Text

C. Boolean

D. Decimal

ANSWER: C D

Explanation:

Boolean and **Decimal** need relatively little size and scalability consideration when defining a Marketing Cloud data extension. A Boolean value represents a simple true/false state, so it has a predictable, compact representation and does not require a variable-length allocation decision. It is therefore well suited to common subscriber attributes such as opt-in status, active status, or a preference flag.

A Decimal field is intended for numeric values that include fractional components, such as monetary amounts, percentages, or measurements. Its numeric representation is governed by the selected numeric precision and scale rather than a potentially large, variable character length. For typical warehouse attributes, this makes its storage characteristics predictable and avoids the capacity-planning concerns associated with unconstrained or overly broad character data.

When creating data extensions, administrators should still select the smallest appropriate data type and model fields according to the source-data contract. Salesforce documents the available data-extension field definitions and their metadata through its DataExtension object documentation, and provides implementation guidance in the Marketing Cloud data extensions documentation.

QUESTION NO: 12

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.

What should the admin confirm to resolve the issue?

A. The data extension is marked as Sendable

B. The data extension contains a Salesforce ID

C. The Data extension is marked as Sendable and Testable

D. The data extension is linked using the Contact Key

ANSWER: A

Explanation:

The data extension is marked as Sendable is correct because Marketing Cloud Engagement only makes a data extension available as a send audience when it has been configured for sending. A sendable data extension includes a designated subscriber relationship: a field in the data extension is mapped to the subscriber key, email address, or another appropriate subscriber identifier in the relevant All Subscribers list. This configuration tells Marketing Cloud how each row in the data extension represents an addressable subscriber and enables the platform to use the data extension during email-send setup and scheduling. Loading records alone does not establish that relationship or make the data extension a valid send target. The administrator should open the data extension's properties and confirm that the Sendable setting is enabled and that the selected send relationship uses the appropriate data-extension field and subscriber attribute for the account's identity model. Once that setup is saved, the audience can be selected for the promotional email send. Salesforce describes the sendable data extension configuration and subscriber relationship in its Sendable Data Extensions documentation and covers data-extension audience use in the Marketing Cloud Data Management Trailhead module.

QUESTION NO: 13

Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data. One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system.

Which feature would allow compliance with this requirement?

A. Export Email Allowlist

B. IP Allowlist

C. Identity Verification

D. Audit Trail

ANSWER: A

Explanation:

Export Email Allowlist is the appropriate control because it restricts the email addresses that can receive exported data from Marketing Cloud Engagement. An administrator configures the approved recipient addresses, such as a governance, security, or data-protection mailbox. When a user initiates an export that requires delivery by email, the export can be sent only to an address on that allowlist. This gives the governance team a practical approval checkpoint: they can receive, review, and distribute exported files according to the organization's established process rather than allowing users to send customer data to arbitrary destinations.

This setting supports the stated need without preventing users from working with data in the application. Users can continue to access and view information they are authorized to see in Marketing Cloud Engagement, while the separate action of sending exported data outside the platform is controlled. The allowlist should be maintained by authorized administrators and reviewed periodically so that approved export recipients remain aligned with the organization's data-governance policy. Salesforce documents this feature and its administrative use in the Export Email Allowlist documentation and includes related security-administration guidance in Marketing Cloud Engagement security administration.

QUESTION NO: 14

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts.

Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

A. Bitly URL Shortener

B. Facebook ad manager

C. Login detail for each social media account

D. Google URL shortner

ANSWER: A C

Explanation:

For the legacy Social Studio setup described, **Bitly URL Shortener** and **Login detail for each social media account** are the required considerations. Social Studio needed authorized access to each connected social network so that it could retrieve content, publish posts where permitted, and manage the account on behalf of the organization. The administrator therefore needed the relevant account credentials and/or the ability to complete the network's authorization flow for every social profile being connected.

A Bitly account was also an important prerequisite when the organization wanted Social Studio to create branded or trackable shortened links in published social content. Connecting Bitly allows Social Studio users to shorten links consistently and use Bitly link-management capabilities as part of the publishing workflow. This is especially useful for social campaigns where concise links and link-level tracking are needed.

This question concerns a legacy Salesforce product: Salesforce announced the retirement of Social Studio, so these setup concepts apply to historical Social Studio implementations and related certification content. See Salesforce's Social Studio retirement information and Bitly's overview of Bitly link shortening and management.

QUESTION NO: 15

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user.

Which two standard roles should be selected for the new user?

Choose 2 answers

A. Marketing Cloud Security Administrator

B. Administrator

C. Data Manager

D. Marketing Cloud Administrator

ANSWER: B D

Explanation:

To provide full administrative access in Marketing Cloud Engagement, assign both **Administrator** and **Marketing Cloud Administrator**. The Administrator role provides broad, account-level access to Marketing Cloud functionality and administrative capabilities. It is the foundational role for a user who must manage the account comprehensively rather than perform a limited operational function.

The Marketing Cloud Administrator role complements that access with permissions for key Marketing Cloud administration activities, including managing users, roles, business units, and account configuration areas available through Marketing Cloud Setup. Together, these standard roles give the new user the necessary authority to administer the platform across its functional and configuration areas. This pairing follows the standard-role model: permissions are cumulative, so assigning both roles ensures that the user receives the complete set of administrator capabilities intended by the request.

Administrators should still follow least-privilege practices and assign this combination only when the user genuinely requires unrestricted administrative responsibility. Salesforce's guidance on user and role administration is available in the Marketing Cloud Administration Trailhead module and the Marketing Cloud Engagement user roles documentation.

QUESTION NO: 16

Northern Trail Outfitters wants to reduce duplicate email sends when a customer has multiple records in a sendable data extension.

Which two actions should the Marketing Cloud admin take?

Choose 2 answers

A. Use a unique Subscriber Key for each customer.

B. Deduplicate the audience data before the send.

C. Use Email Address as the Contact Key for every account.

D. Create a separate All Subscribers list for each campaign.

ANSWER: A B

Explanation:

The admin should ensure the sendable data extension uses a **unique Subscriber Key for each customer**. Subscriber Key is the stable identifier Marketing Cloud uses to recognize a subscriber across sends and contact data. A consistent identity strategy is necessary to prevent the same customer from being represented by multiple unrelated subscriber records.

The admin should also **deduplicate the audience data before the send**. This can be done with a SQL Query Activity, a filtered data extension, or source-system controls that return only one row for each eligible Subscriber Key. The resulting send audience should contain one intended send record per customer.

Marking an email address as a primary key is not appropriate where customers can change addresses or where the account's identity model is based on Subscriber Key. Salesforce provides subscriber-management guidance in the Manage Subscribers Trailhead unit.

QUESTION NO: 17

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the implementation Consultant recommend?

Choose 2 answers.

A. Use Data Designer to link student and alumni data to the contact record.

B. Create an Import Activity to import alumni data into Salesforce Report.

C. Create list attributes to store student data from the Sales Cloud.

D. Use Synchronized Data Sources to synchronize data from Sales Cloud.

ANSWER: A D

Explanation:

Use Data Designer to link student and alumni data to the contact record because Contact Builder’s Data Designer provides the relationship model needed for a unified customer view. The university can define data extensions for information held outside Sales Cloud, such as course catalog, demographics, and alumni data, then create relationships between those records and the contact. This makes relevant attributes available for segmentation, personalization, and journey decisions while retaining a clear contact-centered data model. Salesforce describes Data Designer as the tool for creating the data model and linking data extensions to contacts: Salesforce Data Designer documentation.

Use Synchronized Data Sources to synchronize data from Sales Cloud because this is the standard Marketing Cloud Engagement capability for bringing selected Sales Cloud objects and fields into Marketing Cloud on a scheduled basis. Once synchronized, Sales Cloud student-related records can be used as synchronized data extensions and incorporated into the broader contact model. This enables Journey Builder and other Marketing Cloud tools to work from Sales Cloud data without relying on manually maintained copies. The synchronization configuration supports selecting the needed objects and fields for use in Marketing Cloud: Salesforce Synchronized Data Sources documentation.

QUESTION NO: 18

A Marketing Cloud Administrator noticed a File Drop Automation has been falling 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

what should the admin do to fix the issue?

A. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity

B. Make sure the team has a date stamp to avoid duplication

C. Make sure the files placed on the correct subfolder within the SFTP

D. Use the exact file name used for the trigger in the Import File Activity

ANSWER: A

Explanation:

Using `%%FILENAME_FROM_TRIGGER%%` in the Import File Activity is the appropriate solution because a File Drop Automation starts only after Marketing Cloud detects a file that matches its configured filename pattern. The trigger can therefore identify the actual filename delivered to the Enhanced FTP location, including any timestamp components such as seconds and milliseconds. Referencing that triggered filename allows the subsequent Import File Activity to use the precise file that initiated the automation instead of attempting to reconstruct its name with date substitution strings.

This approach is especially useful when the source system generates filenames with timestamp precision that is not represented in the configured import filename template. It also keeps the automation resilient if the precise timestamp format changes while the required trigger prefix or pattern remains consistent. The Import File Activity receives the file selected by the file-drop event, ensuring that the intended inbound file is imported during that automation run. Salesforce documents File Drop Automations and their use of trigger-based files in File Drop Automations and provides Automation Studio implementation guidance in the Marketing Cloud developer documentation.

QUESTION NO: 19

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

A. Change Column Delimiter to

B. Change Character Encoding to UTF-8

C. Select Unicode Output

D. Change Format to xml

ANSWER: B C

Explanation:

“Change Character Encoding to UTF-8” and “Select Unicode Output” address character corruption by ensuring the extract represents international characters using a Unicode-capable encoding. Names containing accented Latin characters, such as é, ñ, or ü, require an encoding that maps those characters consistently from Marketing Cloud into the downloaded file and then into the application used to open it. UTF-8 is a broadly supported Unicode encoding and is appropriate for files shared across global regions and systems. Enabling Unicode output similarly instructs the extract to produce output capable of preserving non-ASCII character data rather than relying on a legacy code page with limited character coverage. The downstream consumer must also interpret the file as UTF-8/Unicode; for example, a spreadsheet application may need an explicit UTF-8 import selection rather than opening a CSV using the computer’s default regional encoding. These settings help preserve subscriber attribute values throughout the extract and import workflow. Salesforce documents Data Extract activities and their file-output configuration in the Marketing Cloud Data Extract Activity reference; broader file and automation behavior is covered in the Marketing Cloud developer documentation.

QUESTION NO: 20

Northern Trail Outfitters (NTO) only has enough licenses for their staff. A campaign manager is out on parental leave

How should NTO create a new user to fill in?

A. Deactivate the campaign manager’s user account and use the available license to create the temporary replacement user.

ANSWER: A

Explanation:

Deactivate the campaign manager’s existing Marketing Cloud Engagement user account, then use the newly available user license to create the temporary replacement user. User licenses are consumed by active users, so deactivating the account of a staff member who will not need access during leave makes the license available without requiring NTO to purchase an additional license. This is the appropriate approach when the organization has no spare licenses and needs a short-term user to assume campaign-management responsibilities.

Before deactivation, NTO should ensure that operational responsibilities are covered, such as access to the relevant business units, roles, folders, campaigns, automations, and any notifications or approval processes. The replacement user should receive only the permissions required for the temporary role, following least-privilege access practices. When the campaign manager returns, NTO can deactivate the temporary user and reactivate the original user, allowing the original user to resume work under their established account and permissions. Salesforce documents that administrators manage user access and active user status from Marketing Cloud Engagement Setup. See Salesforce Help: Manage Marketing Cloud Engagement Users and Salesforce Help: Marketing Cloud Engagement Roles.

QUESTION NO: 21

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud.

Which policies could the Marketing Cloud admin configure in Setup7

A. Minimum Password Length, Password Complexity, Password History, Expiration Period

B. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions

C. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions

D. Maximum Password Length, PasswordComplexity, Unique Password, Expiration Period

ANSWER: A

Explanation:

Minimum Password Length, Password Complexity, Password History, Expiration Period is correct because these are the password-policy controls a Marketing Cloud administrator can manage in Marketing Cloud Setup. The administrator can establish a minimum number of characters required for user passwords, require password complexity to help ensure

passwords contain an appropriate combination of character types, and set password-history requirements so users cannot immediately reuse recently used passwords. The expiration-period control also lets the organization require users to reset their passwords on a defined schedule, supporting internal credential-governance requirements.

These settings are configured at the Marketing Cloud account level and apply to Marketing Cloud users whose authentication is managed through Marketing Cloud. A thoughtful configuration should align with the organization's security standards while also considering usability and any centralized identity approach, such as single sign-on. Salesforce documents password-policy administration under Marketing Cloud user and account security guidance. See Salesforce Help: Password Policies and Salesforce Help: Manage Marketing Cloud Users.

QUESTION NO: 22

A Marketing Cloud admin needs to move an existing data extension from the parent business unit to a child business unit.

What should the admin do?

A. Share the data extension from the parent business unit.

B. Convert the data extension to a publication list.

C. Move the data extension to the Synchronized Data Extensions folder.

D. Create an FTP user for the child business unit.

ANSWER: A

Explanation:

Share the data extension from the parent business unit is correct because data extensions can be shared from an Enterprise parent business unit to child business units. Sharing makes the selected data extension available to the intended child business units while retaining the parent's control of the asset.

The administrator should evaluate whether the child business units need read-only access or require permission to use the data extension for their own activities. They should also confirm that sharing the data is appropriate for the organization's data-governance and business-unit model. Salesforce documents enterprise data-extension sharing in Share Data Extensions.

QUESTION NO: 23

Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit.

How should they accomplish this?

A. A Assign a role to the business unit

B. Set default permissions with the restrictions on the business unit

C. Apply a permission set to the business unit

D. Disable the permissions directly within the business unit

ANSWER: B

Explanation:

Set default permissions with the restrictions on the business unit is the appropriate approach because Marketing Cloud Engagement supports business-unit-level default permissions. An administrator can configure these defaults for a business unit so that users associated with that unit receive the required baseline access restrictions consistently. This is useful when the organization needs a common security posture across everyone working in a particular business unit, rather than configuring permissions individually for every user.

Business units provide a way to separate teams, brands, regions, or lines of business while allowing the enterprise to centrally govern access. Default permissions establish the starting permissions for users in that business unit and help administrators apply the intended restrictions at scale. User access can then be managed in line with the organization's Marketing Cloud Engagement account structure and security model. Salesforce's Marketing Cloud Engagement learning materials describe how business units organize access and how administrators manage users, roles, and permissions within that structure. See Manage Marketing Cloud Engagement Users and Manage Business Units.