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QUESTION 1

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female.

Which method should a consultant recommended to ensure content is displayed properly within the email.

- A. AMPscript conditional against the Gender field
- B. AMPscriptlookupRows functions
- C. A/B Test content type
- D. Dynamic Content Wizard

Correct Answer: D

QUESTION 2

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

Correct Answer: A

QUESTION 3

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.



Correct Answer: A

QUESTION 4

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 all 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 5

A Marketing Cloud admin to create custom roles for their business process. What should be taken into consideration to accomplish this?

- 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.

Correct Answer: D

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