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QUESTION 1

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- A. CloudPage forms Content Block
- B. Email Form Content Block
- C. Dynamic Content Block
- D. Reference Content Block

Correct Answer: B

QUESTION 2

A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard 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 the request?

- A. Automation Studio: Create a Report Activity to run every seven days.
- B. Email Studio: Select "Account Send Summary" in Tracking 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 activate the sending of the data.
- D. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.

Correct Answer: B

QUESTION 3

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilized to make this happen?

- A. Publication Lists
- B. Subscriber Keys
- C. Profile Center
- D. Send Logging

Correct Answer: A



QUESTION 4

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. IP Whitelisting
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Correct Answer: A

QUESTION 5

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

Correct Answer: AC

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