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QUESTION 1

Which three options determine when a contact could enter a journey? Choose 3 answers.

- A. Re-entry at any time
- B. Re-entry by attribute
- C. Re-entry by date
- D. No re-entry
- E. Re-entry only after exiting

Correct Answer: ADE

QUESTION 2

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

1.

Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.

2.

Contact records will be augmented by relational data tables via Contact Builder.

3.

The customer data file will contain 5M records with 40+ attributes.

4.

One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.

5.

A customer ID will be used as the unique identifier for each contact. Which statement differentiates the use of data extensions over lists?

- A. Data extensions allow for add/update Import activity.
- B. Data extensions can store HTML code as an attribute.
- C. Data extensions support Customer ID to be used as Subscriber Key.
- D. Data extensions are necessary for Contact Builder

Correct Answer: D



QUESTION 3

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?

- 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.

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

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

- A. Data Extensions
- B. Publication Lists
- C. Lists
- D. Groups

Correct Answer: BC



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