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QUESTION 1

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

Correct Answer: AB

QUESTION 2

A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

- A. One -to -Many Relationship
- B. Many -to -Many Relationship
- C. One -to -One Relationship
- D. Many -to -One Relationship

Correct Answer: A

QUESTION 3

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers. They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- B. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- C. IP ramp -up can be bypassed, given their historical lack of deliverability issues.
- D. IP ramp -up is important to establish a positive sender reputation.

Correct Answer: AD



QUESTION 4

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.

Which feature should they use?

- A. Tokenized Sending
- B. Field Level Encryption
- C. Lookup reference to Contact Object
- D. Master-detail relationship to Contacts

Correct Answer: A

QUESTION 5

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

Correct Answer: A

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