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### QUESTION 1

Which metric is the measure of emails rejected by a server due to permanent conditions such as "user unknown" or "domain not found"?

- A. Soft Bounce
- B. Validation Error
- C. Unsubscribed
- D. Hard Bounce

Correct Answer: D

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### QUESTION 2

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience. Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > Import Activity > SQL Activity
- B. Tracking Extract > Import Activity > Data Extension Extract
- C. Tracking Extract > File Transfer > Import Activity

Correct Answer: C

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### QUESTION 3

What is a purpose of marking an attribute as hidden?

- A. The attribute is not available for CAN-SPAM compliance
- B. The attribute is not available to store data
- C. The attribute is not available to other users in the account
- D. The attribute is not available to subscribers on the Profile Center

Correct Answer: D

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### QUESTION 4

A file is received daily from a data provider to the account SFTP. This file needs to be imported into Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours from day to day. What tools should be used to accomplish this?

- A. Journey Builder Fire Event Entry Source



- B. Automation Studio Schedule Starting Source
- C. Automation Studio File Drop Starting Source
- D. Journey Builder Import Activity Entry Source

Correct Answer: C

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#### QUESTION 5

To writeSQL that uses both customer data and system-generated data, what would they need to include in their query?

- A. Data Filters
- B. Measures
- C. Data Views
- D. All of the above

Correct Answer: C

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