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QUESTION 1

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nto.com. the previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account? Choose 2 answers

- A. Upon receiving an email, all tracked links start with click.email.nto.com
- B. The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors
- C. Cloudpages personalized URLs are served from cloud.email.nto.com
- D. Users receive Marketing Cloud password reset emails from help@email.nto.com

Correct Answer: AC

QUESTION 2

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM. However, they only want to sync records they would be able to send to reducing the amount of data being brought over.

Which two filtering options could be used when configuring the Contact synced object? Choose 2 answers

- A. Select all records which have opened an email in the past six months
- B. Select all records with an email address
- C. Select all records which are active in All Subscribers
- D. Select all records where HasOptedOutofEmail is FALSE

Correct Answer: BC

QUESTION 3

Northern Trail Outfitters wants to set up their Send Log data extension Which three considerations should be made for long term success? Choose 3 answers

- A. Apply an appropriately-scoped Data Retention period
- B. Add custom fields not included in the Send Log Template
- C. Log attribute data necessary for auditing communications
- D. Log all variable data captured in emails at send time
- E. Set the period to a fixed date in the Data Retention Policy

Correct Answer: ABC

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 (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella

They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible

Which Marketing Cloud product should NTO purchase as a solution?

- A. Email Rachtments
- B. Distributed Sending
- C. Content Syndication
- D. Analytics Builder

Correct Answer: B

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