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QUESTION 1

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts

Which two considerations would help NTO determine if a Dedicated IP is the right choice? Choose 2 answers

- A. All of NTO's accounts should be on the same stack
- B. Send volume is large enough to maintain a positive or neutral reputation
- C. Length of time needed to pause sending is greater than one month
- D. Pre-warmed IP address can be purchased from Salesforce

Correct Answer: B

QUESTION 2

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Selected SFTP folder
- B. Original SFTP folder
- C. Target Data Extension
- D. Safehouse

Correct Answer: A

QUESTION 3

A Marketing Cloud Administrator noticed a File Drop Automation has been failing on the Import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer import_. The import is configured to look for a file named Customer import %%%Year%% Month%% Day%%.csv, however, the admin notices the filenames include seconds and milliseconds

what should the admin do to fix the issue?

- A. use %%FILENAME_FROM_TRIGGER%% in the Import File Activity
- B. Make sure the team has a date stamp to avoid duplication
- C. Make sure the files placed on the correct subfolder within the SFTP
- D. Use the exact file name used for the trigger in the Import File Activity



Correct Answer: A

QUESTION 4

Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com).

Which steps should be taken to implement this? Choose 2 answers

- A. Edit the entity Verification Settings
- B. Enable IP Whitelisting
- C. Add a Domain to the Export Email Whitelist
- D. Enforce Export Email Whitelist

Correct Answer: CD

QUESTION 5

An email manager was anticipating a test email to arrive in their inbox.

Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Tracking > Test Send Emails
- B. My Reports > Administrator Reports > Email Send Report
- C. My Reports > Administrator Reports > Email Sends By User
- D. My Tracking > A/B Testing

Correct Answer: A

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