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QUESTION 1

What should be confirmed to ensure Journey Builder directs the subscribers correctly?

- A. Journey Data is used for the Decision Split.
- B. Entry Source attributes are available in Journey Settings.
- C. Contract Data is used for the Decision Split.
- D. Filter Contacts are enabled to refine the audience.

Correct Answer: A

QUESTION 2

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- A. Configure the business unit data retention setting to 12 months
- B. Configure the Enterprise wide default retention to one year
- C. Set inactive data to be automatically cleared after one year, but is recoverable
- D. Apply a Row Based Retention to each data extension as it is created, set to 12 months

Correct Answer: D

QUESTION 3

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

QUESTION 4

A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.



What should the admin do to ensure only specific Contacts are synced?

- A. Filter records on a formula field
- B. Filter existing records in All Subscribers
- C. Filter records created after a specified date
- D. Filter records on a Boolean field

Correct Answer: D

QUESTION 5

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries. Which feature would allow this functionality?

- A. Query Studio
- B. Journey Builder
- C. CloudPages
- D. Synchronized Data Sources.

Correct Answer: D

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