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QUESTION 1

Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and they need to monitor their deliverability across major ISPs.

Which bounce type would be indicative of the ISPs view of NTO's sending reputation?

- A. Soft
- B. Technical
- C. Block
- D. Hard

Correct Answer: C

QUESTION 2

Northern Trail Outfitters wants to drive additional online sales. They are interested in using Einstein to recommend similar items to customers during the checkout process.

Which two terms would they add to their website to accomplish this? Choose 2 answers

- A. Collect Code
- B. Recommendation Code
- C. Conversion/Cart Code
- D. Email Conversion Code

Correct Answer: B

QUESTION 3

Which three considerations should be made when setting up Distributed Marketing? Choose 3 answers A. Business users can select any email at time of send.

- B. Default options can be set up for the greeting in the email.
- C. A journey can be connected to one or more Campaigns.
- D. The DM administrator Profile is required to access Distributed Marketing.
- E. Messages can be sent to Contacts, Leads, and Person Accounts.

Correct Answer: ACE



QUESTION 4

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and

75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

- A. Synchronized contacts are only counted after sending
- B. Only active email subscriber are counted.
- C. Mobile subscribers are not counted as contacts.
- D. There are overlapping contacts in each of the channel

Correct Answer: B

QUESTION 5

A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization. What functionality would get messages out the door faster?

- A. Burst Sending
- B. Journey Builder Triggered Sends
- C. Send Throttling
- D. Marketing Cloud Connect

Correct Answer: A

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