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QUESTION 1

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

QUESTION 2

Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

1.
Number of Sends
2.
Delivery Rate
3.
Overall Bounce Rate
4.
Block Bounce Rate
5.
Open Rate
6.
Click Rate
7.
Complaint Rate
8.
Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?



- A. Campaign Email Tracking Report
- B. Email Performance Over Time Report
- C. Email Send Report
- D. Account Send Summary Report

Correct Answer: D

QUESTION 3

A Marketing Cloud admin wants to configure a new keyword for an upcoming SMS campaign. After entering the desired keyword CELEBRATION, the admin notices the keyword is unavailable.

What issue could the admin be facing?

- A. Keyword is used within another business unit
- B. Keyword is a reserved word
- C. Keyword has too many characters
- D. Keyword fails to meet content standards

Correct Answer: A

QUESTION 4

Which Product enables a Marketing Cloud admin to observe customer behavior, build performance profiles and deliver the next best content?

- A. Content Builder
- B. Einstein Send Time Optimization
- C. Audience Builder
- D. Einstein Email Recommendations

Correct Answer: D

QUESTION 5

Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build. Where should their Marketing Cloud admin set up permissions to allow REST authentication?

- A. Installed Packages
- B. Data Management



C. Security Settings

D. Salesforce Integration

Correct Answer: A

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