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### QUESTION 1

A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails.

Where under Setup could this be created?

- A. Content Builder Settings
- B. Emails Studio Settings
- C. Account Settings
- D. Campaign Settings

Correct Answer: C

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### QUESTION 2

Which three statements should be considered before using Goals in Journey Builder? Choose 3 answers

- A. Goal target statistics are stored in a data extension.
- B. Goals are created to evaluate journey performance.
- C. Goals can act as exit criteria.
- D. Contacts are evaluated against the goal after a wait activity.
- E. Each contact is assigned an individual goal.

Correct Answer: BCD

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### QUESTION 3

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

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#### QUESTION 4

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

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#### QUESTION 5

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication.

What would be achieved with SAP?

- A. Image URLs are wrapped with the appropriate brand URL
- B. The out-of-the-box profile center will display NTO branding
- C. A different click domain can be used for each brand
- D. A Dedicated IP is automatically warmed up

Correct Answer: A

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