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QUESTION 1

A large retail group consists of a corporate team and several divisions operating under different brand names. All plan to share one Marketing Cloud account. Each brand has its own marketing department and operates independently, with its own creative assets, subscribers, and data structure.

What are the two reasons why the recommended account configuration is one corporate Parent account, with each brand configured as a separate child Business Unit? Choose 2 answers

A. Email sends can be separated into Tracking folders for each brand.

B. User roles can be customized to allow or deny specific permissions.

C. Subscribers can be maintained at the Business Unit level.

D. Brands can set their own physical address and SAP.

Correct Answer: CD

QUESTION 2

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilised to make this happen?

A. Publication Lists

B. Subscriber Keys

C. Profile Center

D. Send Logging

Correct Answer: A

QUESTION 3

What statements are correct regarding Attribute Groups?

Choose 2 answers

A. They link data extensions to subscriber lists.

B. They link data extensions to contacts.

C. They link data extensions to other data extensions.

D. They link subscriber lists to contacts.

Correct Answer: BC

QUESTION 4

Utilizing journey builder interactions for sending post-purchase communications to customers, what contact entry mode fits?

A. Re-entry anytime

B. Re-entry only after exit

C. No re-entry

Correct Answer: A

QUESTION 5

Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend? (Choose 2 answers)

A. Email

B. CRM ID

C. Mobile Device ID

D. Loyalty Program Number

Correct Answer: AD

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