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QUESTION 1

An email marketing manager is planning to send a promotional email to one million subscribers. Which data structure should be used?

- A. Data Extension
- B. Publication List
- C. Group
- D. List

Correct Answer: A

QUESTION 2

Northern Trail Outfitters to bring subscriber data from its data warehouse into Marketing Cloud.

Which two fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house this data? Choose 2 answers

- A. Number
- B. Text
- C. Boolean
- D. Decimal

Correct Answer: AB

QUESTION 3

A Marketing Cloud admin has been asked to update their Marketing Cloud SFTP password Where in Setup could they accomplish this task?

- A. Company Settings
- B. Feature Settings
- C. Data Management
- D. Security

Correct Answer: C

QUESTION 4

A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails.

What functionality would allow this?

- A. Advertising Studio
- B. Personalization Builder
- C. Web and Mobile Analytics
- D. Web Analytics Connector

Correct Answer: D

QUESTION 5

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. IP Whitelisting
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Correct Answer: A

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