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Question: 1

A customer requested Northern Trail Outfitters NOT record any clicks or opens performed by them.
What should be configured to ensure compliance with this request?

A. Exclusion Script
B. DoNotTrack Attribute
C. Consent Management

Answer: B

Explanation:
The DoNotTrack attribute can be configured to ensure that no tracking information, such as clicks or opens, is recorded for a specific customer. This complies with customer requests to avoid tracking their interactions. For comprehensive details, refer to theConsent Management documentation.

Question: 2

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns.
What should be used to best achieve this in real time?

A. SQL Query activities
B. File Drop Automations
C. APIs

Answer: C

Explanation:
APIs provide real-time interaction with the Salesforce Marketing Cloud platform, enabling immediate updates for important subscriber information such as unsubscribes. By using APIs, Northern Trail Outfitters can ensure that subscriber data is reflected instantaneously, which is crucial for regulatory compliance. For more information, refer to theSalesforce Marketing Cloud API documentation.

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Question: 3

A marketer needs to send emails to the creative team for proofing as part of an email campaign.
Which feature should help achieve this as an automatic flow?

A. Subscriber Preview
B. Approval Workflow
C. Content Builder Approvals

Answer: B

Question: 4

Northern Trail Outfitters (NTO) wants to manager subscriber preferences at the communication theme level. NTO'S subscribers are stored in data extensions.
Which Marketing Cloud feature should be used to achieve this?

A. Publication Lists
B. List Unsubscribes
C. Journey Builder Sends

Answer: A

Explanation:
Publication Lists in Salesforce Marketing Cloud are used to manage subscriber preferences at a thematic level. They allow subscribers to opt-in or opt-out of specific categories ofcommunication without impacting their overall subscription status. This feature is particularly useful for managing preferences across different types of content or campaigns. The use of Publication Lists is documented in Salesforce Marketing Cloud's official documentation on managing subscriber preferences and publications.

Question: 5

A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.
What should be done to ensure the report a sent to the director each day?

A. Schedule report and email file to the director.
B. A Schedule report and email the link to download.

C. Schedule report to export as a web page.

Answer: A

Explanation:
To ensure that a daily report of sends across all business units is sent to the director each day, the marketing developer should schedule the report in Marketing Cloud and configure it to email the filedirectly to the director. This can be done by setting up a report in Email Studio, defining the parameters and schedule for the report, and specifying the recipient email address. This ensures that the director receives the necessary data in a timely manner without manual intervention.
Salesforce Marketing Cloud Documentation: Schedule Reports

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