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QUESTION 1

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

A. Configure the business unit data retention setting to 12 months

B. Configure the Enterprise wide default retention to one year

C. Set inactive data to be automatically cleared after one year, but is recoverable

D. Apply a Row Based Retention to each data extension as it is created, set to 12 months

Correct Answer: D

QUESTION 2

Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO\\'s daily digest at their old address. NTO\\'s Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.

What consideration could account for this behavior?

A. Data retention settings were incorrect in the data extension.

B. The email address in All Subscribers is prioritized.

C. Contact Builder was not configured properly.

D. The data extension was not configured as sendable.

Correct Answer: B

QUESTION 3

A Marketing Cloud admin to create custom roles for their business process. What should be taken into consideration to accomplish this?

A. Custom roles can only be edited by the user who created the role initially.

B. Custom roles are only available within the business in which they were created.

C. Custom roles are available on their Marketing Cloud account.

D. Custom roles override an individual user\\'s granular permission assignments.

Correct Answer: D

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QUESTION 4

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 utilized to make this happen?

A. Publication Lists

B. Subscriber Keys

C. Profile Center

D. Send Logging

Correct Answer: A

QUESTION 5

Northern Trail Outfitters (NTO) keeps their subscribers in sync with their external database via the import of a CSV file
which is dropped to the of Marketing Cloud SFTP each day. However, NTO has realized the number of subscribers
being sent emails is considerably lower than the number they were expecting based on records in their database.

Which feature would allow NTO to monitor whether all records were added to the target data structure each day?

A. External Key within the Import File Activity

B. Run Completion within the File Drop Automation

C. RuntimeError within the File Drop Automation

D. Notation Settings within the Import File Activity

Correct Answer: D

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