

# Unit 1: Study Up on Digital Marketing

## Learning Objectives

After completing this unit, you'll be able to:

- Describe governance and compliance in relation to digital marketing.
- Recognize security best practices for data, permissions, and personally identifiable information.
- Describe Marketing Cloud product inventory and offerings.

## Key Topics

This unit prepares you for the digital marketing section of the Salesforce Marketing Cloud Administrator exam, which makes up 13% of the overall exam. This section of the exam tests these topics.

- Security best practices for data
- Product offerings
- Digital marketing compliance

This unit provides a number of interactive, real-world, scenario-based questions that are a lot like the ones you'll encounter as a Salesforce Marketing Cloud Administrator. Looking at these scenarios helps you to take this digital marketing section of the Marketing Cloud Administrator exam. As you tackle the practice questions, you get immediate feedback on your answers, along with detailed information on why your answers are correct (or incorrect).

The unit also contains interactive flashcards centered around study topics that help you prepare for the Digital Marketing section of the exam.

## Download the Guide

Would you like a hard copy of this module's content as a study aid? Download the Marketing Cloud Administrator Prep: Marketing, Channels, and Maintenance guide. (Each module in this trail includes a link to a printable version of the content that you can download.)

## Exam Practice Questions

Ready to jump in? The sample tool below is not scored—it's just an easy way to quiz yourself. To use it, read the scenario and click the answer you think is correct. Some questions may have more than one correct answer. Click **Submit** to learn whether the answer you chose is correct or incorrect, and why. When you reach the end, you can review the answers or retake the questions.

## Scenario 1

Northern Trail Outfitters' Marketing Cloud admin wants to ensure certain subscribers' opens and clicks are NOT tracked at their request, in accordance with the EU's General Data Protection Regulation.

In which two ways should the administrator configure these settings?

ANSWER	FEEDBACK
A. CREATE A PREFERENCE ATTRIBUTE CALLED DONOTTRACK.	<b>Correct. You need to create a Preference Attribute named DoNotTrack in order to exclude subscribers from default tracking.</b>
B. IN SETUP, CHANGE DONOTTRACK TO ON.	Incorrect. DoNotTrack is a Preference Attribute that needs to be created.
C. ENABLE THE DONOTTRACK ATTRIBUTE ON EACH SUBSCRIBER.	<b>Correct. DoNotTrack will need to be set for each Subscriber who does not want to be tracked.</b>
D. MARK THE DEFAULT DONOTTRACK PROFILE ATTRIBUTE TO TRUE.	Incorrect. DoNotTrack is a Preference Attribute that will need to be set individually for each Subscriber who does not want to be tracked.

## Scenario 2

As an administrator you have received the following request from the Marketing Team: We want to be able to act on real-time interaction data and pick the next best action depending on user behavior.

Which Marketing Cloud add-on would best serve the purpose?

ANSWER	FEEDBACK
A. INTERACTION STUDIO	<b>Correct. Interaction Studio was designed to create the next best action based on user behavior.</b>
B. JOURNEY BUILDER	Incorrect. Journeys use a series of predefined steps and do not decide the next best action.
C. AUTOMATION STUDIO	Incorrect. Automations use a series of predefined steps and do not decide the next best action.
D. NONE OF THE ABOVE	Incorrect. One of the above options correctly answers the question.

Did you get a scenario wrong? Check out the table below for related study material.

Scenario 1	<a href="#">Learn more about the DoNotTrack preference attribute.</a>
Scenario 2	<a href="#">Learn more about Interaction Studio.</a>

## Exam Topic Flashcards

The following flashcards cover CAN-SPAM and Interaction Studio. Use these interactive flashcards to brush up on some of the key topics you'll find on this part of the exam.

Read the question or term on each card, then click the card to reveal the correct answer. Click the right-facing arrow to move to the next card, and the left-facing arrow to return to the previous card.

Question/Term	Answer/Definition
<b>CAN-SPAM</b>	The CAN-SPAM act is the U.S. Federal standards for the sending of email messages. The CAN-SPAM act requires that Commercial emails, whose primary purpose is to deliver commercial content, meet a certain set of criteria.
<b>Interaction Studio</b>	Interaction Studio allows you to get omnichannel next best action and orchestration from real-time insights into your customers' journeys.

Did you get a flashcard wrong? Check out the table below for related study material.

Flashcard 1	<a href="#">Learn more about CAN-SPAM.</a>
Flashcard 2	<a href="#">Learn more about Interaction Studio.</a>

## Related Badges

Looking for more information? Explore these related badges.

Badge	Content Type
 <a href="#">Digital Engagement</a>	Module

Good work! You've studied up on all things related to digital marketing. Up next, let's dive in to the exam section on channel management.

## Unit 2: Review Channel Management

### Learning Objectives

After completing this unit, you'll be able to:

- Given a scenario, describe the configuration of Mobile Studio.
- Given a scenario, describe the configuration of Email Studio.
- Given a scenario, describe the configuration of Social Studio and Advertising Studio.
- Explain the concepts and typical use cases of Journey Builder.

### Key Topics

This unit prepares you for the channel management section of the Salesforce Marketing Cloud Administrator exam, which makes up 16% of the overall exam. This section of the exam tests these topics.

- Mobile Studio configurations
- Email Studio configurations
- Social Studio configurations
- Advertising Studio configurations
- Journey Builder configurations

This unit provides a number of interactive, real-world, scenario-based questions that are a lot like the ones you'll encounter as a Salesforce Marketing Cloud Administrator. Looking at these scenarios helps you take this channel management section of the Marketing Cloud Administrator exam. As you tackle the practice questions, you get immediate feedback on your answers, along with detailed information on why your answers are correct (or incorrect).

The unit also contains interactive flashcards centered around study topics that help you prepare for the channel management section of the exam.

### Exam Practice Questions

Ready to jump in? The sample tool below is not scored—it's just an easy way to quiz yourself. To use it, read the scenario and click on the answer you think is correct. Some questions may have more than one correct answer. Click **Submit** to learn whether the answer you chose is correct or incorrect, and why. When you reach the end, you can review the answers or retake the questions.

## Scenario 1

A marketing team accidentally sends SMS campaigns intended for 4 p.m. at 4 a.m. They would like to use a Blackout Window to prevent this from happening again.

Which two actions would a Blackout Window prevent?

ANSWER	FEEDBACK
A. SCHEDULING SENDS DURING THE BLACKOUT WINDOW.	<b>Correct. The Blackout Window prevents you from scheduling sends during a specified period.</b>
B. SENDS MANUALLY INITIATED DURING THE BLACKOUT WINDOW.	<b>Correct. The Blackout Window prevents you from initiating a send during a specified period.</b>
C. SENDS CONDUCTED USING MOBILE CONNECT API CALLS.	Incorrect. Send blackout times specified in the MobileConnect app do not affect sends conducted using MobileConnect API calls. Specify blackout times separately on the API call for your message.
D. LARGE SENDS STARTED BEFORE THE BLACKOUT WINDOW BEGINS.	Incorrect. In-progress sends do not pause during the send blackout. For example, if you start a two-hour send at 9:00 p.m. and your send blackout starts at 10:00 p.m., the send will continue until it's completed at 11:00 p.m. (during the send blackout period).

## Scenario 2

Northern Trail Outfitters purchased a Sender Authentication Package (SAP) and is provisioned within the account. The Marketing Cloud admin wants to ensure the private domain being used as the From Address for email sends has been verified.

How could the admin meet this requirement?

ANSWER	FEEDBACK
A. THE ADMINISTRATOR DOES NOT NEED TO VERIFY THE PRIVATE DOMAIN.	<b>Correct. An SAP or Private Domain configured in your account are verified once provisioned.</b>
B. REGISTER THE PRIVATE DOMAIN USING DOMAIN REGISTRATION.	Incorrect. Domain Registration is used to register an unauthenticated domain. If an SAP is purchased, the domain is already authenticated.
C. REGISTER EACH FROM ADDRESS WITH THIS DOMAIN INDIVIDUALLY BY SENDING A VERIFICATION EMAIL TO EACH EMAIL ADDRESS.	Incorrect. Some accounts do not have SAP or Private Domain and their domain is not verified. Verify each From Address individually by sending a verification email to that email address.
D. REGISTER EACH FROM ADDRESS WITH THIS DOMAIN BY IMPORTING A DATA EXTENSION AND SENDING A VERIFICATION EMAIL TO EACH EMAIL ADDRESS.	Incorrect. SAP and Private Domain addresses are verified on import.

Did you get a scenario wrong? Check out the table below for related study material.

Scenario 1	<a href="#">Learn more about send blackouts.</a>
Scenario 2	<a href="#">Learn more about domain verification.</a>

## Exam Topic Flashcards

Use these interactive flashcards to brush up on some of the key topics you'll find on this part of the exam. Read the question or term on each card, then click on the card to reveal the correct answer. Click the right-facing arrow to move to the next card, and the left-facing arrow to return to the previous card.

Question/Term	Answer/Definition
<b>Mobile Studio</b>	Reach customers on any mobile device with personalized mobile messaging using GroupConnect, MobileConnect, and MobilePush.
<b>Email Studio</b>	Build and send personalized emails. Deliver promotional, transactional, and triggered messages. Track data and optimize performance.
<b>Journey Builder</b>	Create responsive, automated, multi-channel campaigns that reach customers at every stage of their journey with your brand.
<b>Social Studio</b>	Manage, schedule, create, and monitor social media posts. Social Studio offers powerful real-time publishing, engagement and analytics.

Did you get a flashcard wrong? Check out the table below for related study material.

Flashcard 1	<a href="#">Learn more about Mobile Studio.</a>
Flashcard 2	<a href="#">Learn more about Email Studio.</a>
Flashcard 3	<a href="#">Learn more about Journey Builder.</a>
Flashcard 4	<a href="#">Learn more about Social Studio.</a>

## Related Badges

Looking for more information? Explore these related badges.

Badge	Content Type
 <a href="#">Mobile Contact Management</a>	Module
 <a href="#">Social Studio Basics</a>	Module
 <a href="#">Email Studio Basics</a>	Module
 <a href="#">Journey Builder Basics</a>	Module

You've reviewed channel management. Up next, let's cover maintenance.

## Unit 3: Keep Up with Maintenance

### Learning Objectives

After completing this unit, you'll be able to:

- Given a scenario, describe solutions for data extraction and report generation.
- Given a scenario, monitor a Marketing Cloud account and provide system availability.
- Given a scenario, evaluate the benefits of additional Marketing Cloud products.

### Key Topics

This unit prepares you for the maintenance section of the Salesforce Marketing Cloud Administrator exam, which makes up 15% of the overall exam. This section of the exam tests these topics.

- Data cleanup
- Reports
- Other Marketing Cloud products
- Managing Marketing Cloud accounts

This unit provides a number of interactive, real-world, scenario-based questions that are a lot like the ones you'll encounter as a Salesforce Marketing Cloud Administrator. Looking at these scenarios helps prepare you to take this maintenance section of the Marketing Cloud Administrator exam. As you tackle the practice questions, you get immediate feedback on your answers, along with detailed information on why your answers are correct (or incorrect).

The unit also contains interactive flashcards centered around study topics that help you prepare for the maintenance section of the exam.

### Exam Practice Questions

Ready to jump in? The sample tool below is not scored—it's just an easy way to quiz yourself. To use it, read the scenario and click on the answer you think is correct. Some questions may have more than one correct answer. Click **Submit** to learn whether the answer you chose is correct or incorrect, and why. When you reach the end, you can review the answers or retake the questions.

## Scenario 1

A marketing team wants to export specific send data from their account on a weekly basis. This data needs to be encrypted and generated with specific column names which allow for import directly into a third-party analytics system.

Which method should be used to pull the data from Marketing Cloud?

ANSWER	FEEDBACK
A. DATA EXTENSION EXTRACT	<b>Correct. Creating a Data Extension with the required column names and data can be automated for extraction and encryption.</b>
B. DATA EXTENSION EXPORT	<b>Incorrect. You can get the data out in the desired format, but it is manual and would require extra work to encrypt.</b>
C. QUERY ACTIVITY	Incorrect. A query could be used to populate the data but would not pull the data out of Marketing Cloud.
D. TRACKING DATA EXTRACT	Incorrect. Tracking Extracts do not allow customization of the column names.

## Scenario 2

After setting up an automation, a Marketing Cloud admin would like their team to be notified if the automation errors.

How should this be accomplished?

ANSWER	FEEDBACK
A. USE A TEAM ALIAS IN THE AUTOMATION'S NOTIFICATION SETTINGS.	<b>Correct. A team alias is great to use for notifications since team members change and updating an alias is easier than updating every automation in Marketing Cloud.</b>
B. USE A COMMA DELIMITED LIST IN THE AUTOMATION'S NOTIFICATION SETTINGS.	Incorrect. Notification settings only allow a single email address to be notified.
C. CONFIGURE A NOTIFICATION GROUP IN THE NOTIFICATIONS SECTION OF SETUP.	Incorrect. There is no Notifications section of Setup to configure settings.
D. CONFIGURE A NOTIFICATION ACTIVITY FOR THE TEAM IN THE AUTOMATION'S NOTIFICATION SETTINGS.	Incorrect. There is no Notification Activity.

Did you get a scenario wrong? Check out the table below for related study material.

Scenario 1	<a href="#">Learn more about data extracts.</a>
Scenario 2	<a href="#">Learn more about Automation Studio.</a>

## Exam Topic Flashcards

Use these interactive flashcards to brush up on some of the key topics you'll find on this part of the exam. Read the question or term on each card, then click on the card to reveal the correct answer. Click the right-facing arrow to move to the next card, and the left-facing arrow to return to the previous card.

Question/Term	Answer/Definition
<p><b>Data Extract Activity</b></p>	<p>The Automation Studio data extract activity creates one or more zipped files for your use outside the Marketing Cloud application. It can also be used to convert an XML file into a comma-delimited, tab-delimited, or pipe-delimited file for import into your account.</p>
<p><b>Analytics Builder</b></p>	<p>Enables you to gain deep insights into the behaviors and interests of your contacts across channels. Use these insights to set marketing goals and refine customer journeys.</p>

Did you get a flashcard wrong? Check out the table below for related study material.

Flashcard 1	<a href="#">Learn more about data extract activity.</a>
Flashcard 2	<a href="#">Learn more about Analytics Builder.</a>

## Related Badges

Looking for more information? Explore these related badges.

Badge	Content Type
 <a href="#">Marketing Cloud Basics</a>	Module

Congratulations! You've covered the maintenance section of the Marketing Cloud Administrator exam.