

Marketing Cloud Software Practice Test Questions and Answers

1. Extensible data is removed after:

- A) 6 months
- B) 5 years
- C) 2 year
- D) 3 months

2. What is a 'Short Code' in MobileConnect?

- A) A short URL used to track clicks in SMS messages
- B) A 5-6 digit phone number used by businesses to send and receive high-volume SMS messages
- C) An abbreviated discount code included in promotional texts
- D) A short promotional code displayed in a marketing email

3. What is a 'Beacon Message' in MobilePush?

- A) A broadcast push notification sent to all app users simultaneously
- B) A push notification or in-app message triggered when a device comes within Bluetooth range of a physical beacon device
- C) A scheduled promotional text sent to contacts near a retail location
- D) A high-priority alert message that bypasses do-not-disturb settings

4. What is an 'In-App Message' in MobilePush?

- A) An SMS message delivered directly within the Marketing Cloud app
- B) A message displayed within an open mobile application, visible only while the app is in use
- C) A push notification that appears on the device lock screen
- D) An email rendered in a mobile-optimized format

Answers: 1-A 2-B 3-B 4-B

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