Salesforce Marketing Cloud

SUBSCRIBER AND DATA MANAGEMENT

- Compare and contrast Lists and Data Extensions and describe when to use them.
- Describe profile attributes, including Preview Profile Center.
- Given a scenario, describe the relationship between Subscriber Key, Primary
- Key, Send Relationship, and All Subscribers.
- Given a scenario, describe the ramifications of various settings when creating a Data Extension.
- Describe what happens when one unsubscribes from Lists vs. Data Extensions.
- Explain how unsubscribe works in each Marketing Cloud Edition.
- Describe the differences between a global unsubscribe and a master unsubscribe.
- Identify the ways to import, including Import Wizard, API, and Import Activity.
- Given a scenario, explain the optimal way to import data using the user interface vs. using the API.
- Given a scenario, explain when to use tools to segment data.
- Describe how to refresh segments manually vs. using automation.
- Describe how to use behavioural data to segment data.
- Explain how data relationships work and their use cases.
- Explain sharing data across business units.