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Version: DEMO

QUESTION 1
Northern Trail Outfitters received a complaint today from a customer who received an email after unsubscribing last week. Today's email was sent using Marketing Cloud Connect (MCC), though last week's was sent when an external system dropped a file on the Marketing Cloud SFTP and triggered a User-Initiated Send through an automation. What could be the reason the customer received the email through MCC?

A. The previous send's user needed to have edit permissions in Salesforce
B. Email Opt Out is only updated if the send originates in Salesforce
C. The previous send used Email Address as a Subscriber Key
D. The Email Opt Out field needs to be added to the Contact Page Layout

Answer: C
Explanation:
In Marketing Cloud, using Email Address as the Subscriber Key can lead to issues with tracking subscriber preferences, especially when integrating with Salesforce via Marketing Cloud Connect. If the previous send (from the external system) used Email Address as the Subscriber Key, it might not have correctly updated the subscriber's status in the All Subscribers list. Consequently, when MCC sent the email, it treated the subscriber as active, resulting in the email being sent despite the prior unsubscribe.

QUESTION 2
A customer wants to create a loyalty program by identifying all subscribers who clicked on a link within any email sent within the last six months. What should be recommended?

A. Create and execute a SQL Query against the _Click data view
B. Create and execute a Tracking Extract
C. Create and execute a Subscriber Engagement report
D. Create and execute a Data Filter on the _Click data view

Answer: A
Explanation:
The _Click data view in Marketing Cloud stores information about link clicks for up to six months. By writing and executing a SQL query against this data view in Automation Studio, the customer can accurately identify subscribers who have clicked on any links within the specified timeframe.

QUESTION 3
A customer wants to create a mobile app that requires users to log in or register before accessing their data. Their source of truth is Sales Cloud, which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours. What consideration should a consultant provide to the customer?

A. User device data is unavailable in Contact Builder for up to 48 hours
B. All mobile app users will create additional Contacts in Marketing Cloud
C. Existing users will create additional Contacts in Marketing Cloud
D. Newly registered users will create additional Contacts in Marketing Cloud

Answer: D
Explanation:
When a new user registers through the mobile app, and the ContactKey isn't immediately set, the MobilePush SDK assigns a temporary identifier (a GUID) to the device. This results in the

creation of a new Contact in Marketing Cloud. Once the user's information is synced from Sales Cloud and the ContactKey is established, the device can be correctly associated. However, until this association occurs, the system treats the device as belonging to a separate, anonymous contact.

QUESTION 4
Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment. Which process should the consultant utilize for a reliable send method?

A. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
B. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send
C. Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event
D. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow

Answer: A
Explanation:
Querying Synchronized Data Extensions using a query activity allows for complex segmentation using multiple fields. This method ensures scalability and reliability when dealing with large datasets, such as one million contacts. After segmentation, the data can be sent via Email Studio Send Flow.

QUESTION 5
Northern Trail Outfitters has a file that drops intermittently to their SFTP account. Once this file drops, they want to be able to have it immediately imported and then segmented to enter a specific journey depending on the data inside the file. Which two options would meet these requirements? Choose 2 answers

A. Scheduled Automation
B. File Drop Automation
C. SQL Query
D. Decision Split

Answer: BC
Explanation:
A File Drop Automation triggers automatically when a file is placed in a specified SFTP folder, allowing immediate processing. After importing the data, a SQL Query can segment the data based on specific criteria, preparing it for entry into a journey.

QUESTION 6
Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send. What should be used to prevent emails from being sent if they exceed 2500 contacts?

A. Verification Activity
B. Script Activity
C. Query Activity

D. Stop Activity

Answer: A
Explanation:
A Verification Activity in Automation Studio checks the number of records in a data extension before proceeding. If the number exceeds a specified threshold (e.g., 2500 contacts), the automation can be halted, preventing the send.

QUESTION 7
Northern Trail Outfitters has been using Marketing Cloud for one of their brands for the last year and wants to migrate another brand to their portfolio. The two brands have contrasting target groups and identities, so they need the emails and landing pages to have different styles that refrain from mentioning the other brand in any way. What should be recommended?

A. Create a new business unit for the new brand.
B. Request a second SAP for the existing business unit.
C. Request a Private Domain to be added to the existing business unit.
D. Implement a new SSL Certificate for the new brand.

Answer: A
Explanation:
Creating a new business unit allows for complete separation of assets, data, and branding between different brands within the same Marketing Cloud account. This ensures that each brand maintains its unique identity without overlap.

QUESTION 8
Northern Trail Outfitters has started the process of integrating its Marketing Cloud account and Sales Cloud org through Marketing Cloud Connect. Which configuration should be utilized for the API user created in Marketing Cloud?

A. API User checkbox is selected; no roles are assigned to user.
B. API User checkbox is selected; Administrator & Marketing Cloud Administrator roles are applied.
C. API User checkbox is deselected; Marketing Cloud Viewer role is applied.
D. API User checkbox is deselected; all available roles are assigned to user.

Answer: B
Explanation:
For integrating Marketing Cloud with Sales Cloud via Marketing Cloud Connect, the API user in Marketing Cloud should have the "API User" checkbox selected. Additionally, assigning both the "Administrator" and "Marketing Cloud Administrator" roles ensures the user has the necessary permissions to facilitate the integration effectively.

QUESTION 9
A customer wants to limit the number of emails a subscriber receives to a maximum of one email every 14 days. After the 14-day period, the subscriber is eligible to receive the next message. What should a consultant recommend to meet this criteria?

A. Import the identified subscribers into a list when creating the send.
B. Create an exclusion data extension populated with the identified subscribers.
C. Query contacts from the Einstein Engagement Frequency data extension when creating the send.
D. Create a suppression list populated with the identified subscribers.

Answer: C
Explanation:
Einstein Engagement Frequency analyzes subscriber engagement and determines optimal send frequencies. By querying the Einstein Engagement Frequency data extension, you can identify subscribers who have received emails within the past 14 days and exclude them from the current send, ensuring compliance with the desired frequency cap.CloudKettle

QUESTION 10
Northern Trail Outfitters wants to have a periodic, dynamic newsletter sent to a set data extension, but the data in this data extension will be regularly updated, and the subscribers inside could be removed/added multiple times. What option should speed up the delivery while meeting these criteria?

A. Journey that allows re-entry after exiting
B. Scheduled Automation utilizing Triggered Send Emails
C. Scheduled Automation using a Send Activity
D. Single Send Journey

Answer: C
Explanation:
A Scheduled Automation using a Send Activity is ideal for sending emails to a data extension that is regularly updated. This approach allows for efficient and timely sends without the overhead of journey management, making it suitable for periodic newsletters with dynamic subscriber lists.

QUESTION 11
A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder. How should a consultant begin troubleshooting the connection?

A. Create and send an email in Email Studio to test the connection and validate tracking.
B. Validate Marketing Cloud and Sales Cloud users have access to the business unit.
C. Create new Marketing Cloud and Sales Cloud users and perform a new installation.
D. Validate Marketing Cloud and Sales Cloud permissions for the connecting users.

Answer: D
Explanation:
The most common cause for not seeing or syncing Sales Cloud objects in Contact Builder after a successful connection is incorrect permission settings. Both the Salesforce CRM user and the Marketing Cloud API User must have specific permissions (like API Enabled, Modify All Data, View All Data, and Marketing Cloud Connected App permissions).

QUESTION 12
Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as part of the newsletter. Which two solutions could pull in the RSS feed at the time of send? (Choose 2 answers)

A. Dynamic Content
B. AMPscript
C. Personalization Strings

D. External Content

Answer: BD
Explanation:
AMPscript can be used to retrieve external content, such as an RSS feed, dynamically at send time using HTTPGet().

External Content blocks in Content Builder allow you to bring in an RSS feed URL directly into an email design without writing custom AMPscript.

Dynamic Content and Personalization Strings are based on internal data extensions or profile attributes, not pulling from external real-time sources.

QUESTION 13
Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference. When Contact reply to SMS message, the response message will be inserted into a data extension using AMPscript. Which two MobileConnect templates should be used to send the SMS message and capture the responses? (Choose 2 answers)

A. Text Response
B. Info Capture
C. Outbound
D. Data Capture

Answer: AD
Explanation:
Text Response templates allow recipients to reply to an SMS message, and MobileConnect can handle that reply.

Data Capture templates allow you to store the SMS reply into a specific Data Extension for further processing, especially when using AMPscript.

Info Capture is used for form-style step-by-step conversations, not one-shot responses.
Outbound is simply for sending SMS messages, without expecting or processing replies.

QUESTION 14
Northern Trail Outfitters is sending to an audience of over one million subscribers. They will use 10 different personalized fields in the email which reside in multiple data extensions. The goal is a timely email send from start to finish as it contains a limited quantity, first come-first served, special offer. How should they accomplish this task?

A. Create and populate profile attributes for each of the 10 data extension fields and schedule a send with high priority.
B. Enable Send Throttling on high to ensure the speed is increased to process the email as fast as possible.
C. Use the Lookup AMPscript function in the email to pull the fields from the data extensions for each subscriber.
D. Create and send to a sendable data extension containing those needed fields using a query activity.

Answer: D
Explanation:
Pre-populating a single sendable data extension with all necessary personalization fields eliminates the need for real-time lookups during sending.

It dramatically speeds up send processing because personalization is sourced directly from the send context.

QUESTION 15
Northern Trail Outfitters has recently configured MobileConnect and wants to perform single send- outs from within MobileConnect using data extensions that contain automatically refreshed segments. Which two fields would need to be added to enable these data extensions for sending? (Choose 2 answers)

A. A field of Locale type containing the country code
B. A field of Text type containing the country code plus mobile number
C. A field of Locale type containing the locale code
D. A field of Phone type containing the mobile number

Answer: BD
Explanation:
B -- The Mobile Number field must be Text type in MobileConnect and include country code (e.g., +1 555-555-5555).

D -- A Phone type field is necessary to validate and standardize mobile number formats inside MobileConnect.

Both fields are used for identifying recipients during MobileConnect sends.

QUESTION 16
Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications. Their app uses the Mobile Push SDK. In which two ways should this segment be created?

A. Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.
B. Using Automation Studio, query the _MobilePushDemographics Data View and save this to a data extension.
C. Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
D. Using Contact Builder, create a Filter Data Extension from AB Contact where there is record in MobilePush Demographics.

Answer: AD
Explanation:
A -- In Mobile Studio, Filtered Lists can be created using MobilePush Demographics attributes (device platform, app version, opt-in status, etc.).

D -- In Contact Builder, you can create a Filtered Data Extension based on records existing in the MobilePush Demographics Attribute Group.

Both allow segmentation of registered Mobile Push users without manual queries.

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