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NEW QUESTION: 1

Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.

Which two reasons could be the cause?

Choose 2 answers

- A. Synchronized Data Sources only push data every 15 minutes
- B. Individual Level Tracking was not selected in Marketing Cloud Configuration
- C. ContactID was used as Subscriber Key
- D. Email Address was used as Subscriber Key

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 2

A customer wants to send SMS messages as part of a Journey. They are concerned the messages will deploy when subscribers are asleep. If a subscriber qualifies to receive an SMS message as part of the journey between 1 a.m. and 6 a.m., the customer prefers the message to not be sent.

What solution should a consultant recommend to meet the criteria?

- A. Create and enable a BLOCKOUT window In MobileConnect.
- B. Run an Import Definition at 12 a.m. to create a suppression list.
- C. Run a SQL Query at 12:30 a.m. to create a suppression list.
- D. Create a Journey Goal to exit subscribers from the Journey.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 3

A marketer wants to capture open-ended feedback from customers via SMS and write it to a data extension.

How could MobileConnect be used to accomplish this?

- A. Use a vote/survey message template to capture the response.
- B. Use an info capture message template to capture the response.
- C. Use an outbound message template with embedded AMPscript to capture the response.
- D. Use a text-response message template with embedded AMPscript to capture the response.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 4

Northern Trail Outfitters wants to automate a weekly SMS message to be sent to anyone who has a birthday that week. They have created the Outbound Message in MobileConnect and have a Filtered List created for every contact who provided birth date information.

Which activities would Marketing Cloud use to automate this campaign?

- A. Refresh Mobile Filtered List and Send SMS
- B. Import Mobile Contacts and Send SMS
- C. Refresh Mobile Filtered List and Outbound Send
- D. Import Mobile Contacts and Outbound Send

Answer: A (LEAVE A REPLY)

NEW QUESTION: 5

Northern Trail Outfitters receives data from their point-of-sale system every night. The file is placed on their Enhanced FTP, but there is not a consistent time or naming convention for the file.

In which two ways should they set up their automation to import the data from the file on a nightly basis? (Choose 2 answers)

- A. File Drop Starting Source
- B. %%BASEFILENAME_FROM_TRIGGER%%
- C. %%BASEFILENAME_FROM_FILEDROP%%
- D. Scheduled Starting Source

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 6

Northern Trail Outfitters wants to set up an automation that imports a file and sends an email to the contacts when the file is dropped on the SFTP. The name of the file will change, though it will always start with `thankyou_customers`.

How would they set up the Import Activity to know the name of the file?

- A. Set File Naming Pattern to `%%BASEFILENAME_FROM_TRIGGER%%`

- B. Check the 'Use filename from Automation' checkbox
- C. Filename is automatically passed to Import Activity with File Drop Automations
- D. Set File Naming Pattern to %%AUTOMATED_FILENAME%%

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 7

When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop.

Which solution should the consultant recommend?

- A. Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.
- B. Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.
- C. Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.
- D. Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 8

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement?

- A. API Event Entry, SQL Query Activity, Task Activity
- B. Scheduled Automation, Filter Activity; Data Extension Entry, Contact Activity
- C. Scheduled Automation, SQL Query Activity; Data Extension Entry, Task Activity
- D. Salesforce Data Entry, SQL Query Activity, Task Activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

Northern Trail Outfitters' account is configured with Multi-Org to leverage two Salesforce CRM accounts. In the Cloud Kicks business unit they want to disconnect the sandbox instance and connect the production instance.

What additional configuration changes should they make?

- A. Update query activities that reference the synchronized data extensions.
- B. Rename and delete sandbox synchronized data extensions before connecting.
- C. Configure Multi-Org settings to account for two production instances in Setup.
- D. Remove existing user mappings, attribute mappings, and tracking subscriptions.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 10

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. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send
- B. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow
- C. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
- D. 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

Answer: (SHOW ANSWER)

NEW QUESTION: 11

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 12

Northern Trail Outfitters (NTO) recently launched a MR loyalty program. NTO wants to offer a signup bonus to subscribers who have made purchases in the last 6 months, but are yet to be loyalty members.

Which integration should allow NTO to select an audience of these subscribers?

- A. Contact Builder Attribute Groups
- B. Behavioral Triggers
- C. Advertising Studio
- D. Marketing Cloud Customer Data Platform

Answer: D (LEAVE A REPLY)

NEW QUESTION: 13

A customer wants to capture and categorize email Not Sent events and begin identifying trends. They want to keep the data in Marketing Cloud and run queries against the dataset. The customer created a data extension to receive the information.

Which order of Automation Studio activities should be recommended?

- A.** Data Extract with the Data Extension Extract type > File Transfer to Safehouse > File Transfer unzip > SQL Query
- B.** Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type
- C.** Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File
- D.** SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 14

Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend? (Choose 2 answers)

- A.** Loyalty Program Number
- B.** CRM ID
- C.** Email
- D.** Mobile Device ID

Answer: **A,C** [\(LEAVE A REPLY\)](#)

NEW QUESTION: 15

Northern Trail Outfitters wants to include the body of marketing email replies captured by Reply Mail Management (RMM) within auto-forwarded messages to their Customer Success team.

How could they accomplish this?

- A.** Use RMM dynamic content blocks to render the email reply body.
- B.** Check the "Include Replies as Attachments" box in the RMM settings.
- C.** Query the RMM data view for the reply body and reference it from a data extension.
- D.** Use RMM personalization strings to render the email reply body.

Answer: **D** [\(LEAVE A REPLY\)](#)

NEW QUESTION: 16

A customer manually imports records for sending. Each record contains a warehouse ID that is shared between Marketing Cloud and a third-party system. The customer does not have developer resources, but wants to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber.

What should a consultant recommend?

- A. Use Guide Template Language created for each field in the data extension.
- B. Use Dynamic Content rules to select a content area for each subscriber.
- C. Use personalization strings created by selecting the data extension.
- D. Use AMPscript variables created from each field in the data extension.

Answer: D (LEAVE A REPLY)

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NEW QUESTION: 17

Northern Trail Outfitters (NTO) wants to send out a communication to subscribers who have not made a purchase the last six months. Customer are often opted-in to more than one messaging channel. NTO would like to be able to communicate the same message across all channels.

Which flow would meet their needs?

- A. Import Activity > Decision > Journey Activities
- B. Salesforce Entry Event > Query Activity > Automation Studio Activities
- C. Query Activity > Data Extension Entry Source > Journey Activates
- D. Query Activity > API Event > Automation Studio Activities

Answer: C (LEAVE A REPLY)

NEW QUESTION: 18

Northern Trail Outfitters is sending Salesforce Triggered Sends using Marketing Cloud Connect. The sends have a status of failed.

What should the consultant do to diagnose the issue?

- A. Review Apex Jobs within Set Up in Sales Cloud.
- B. Manually clear the OAuth token to refresh the connection.
- C. Change the connection option to Scope by User.
- D. Ensure the System User is assigned the Standard User Profile.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 19

Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information.

How Should they configure these data sources?

- A. Give users the Administrator Role so they can see all of the data.
- B. Use the File Transfer Activity to import data into each BU.
- C. Share data extensions from the top-level BU.
- D. Create a local copy of the product data in each BU.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 20

Northern Trail Outfitters (NTO) wants to use Case data from Service Cloud as part of their current email messaging campaign. They want to import cases that indicate the customer wants someone to contact them after the case is closed. NTO tracks cases with a checkbox field called "Contact Me".

- A. Create data extensions in Marketing Cloud and import the data from Service Cloud using Journey Builder.
- B. Use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field.
- C. Use Salesforce Data Extensions and Filter Activities in Automation Studio to import and filter the data.
- D. Create Reports in Salesforce filtered by Contact Me equal to True and import using the Import word.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 21

Northern Trail Outfitters' marketing team is made up of a marketing manager, a marketing specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.

What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Query Activities
- B. Publication Lists
- C. Data Filters
- D. Attribute Groups

Answer: (SHOW ANSWER)

NEW QUESTION: 22

Northern Trail Outfitters (NTO) wants to import recent customer transaction data from their data warehouse into Marketing Cloud on a nightly basis. They plan to create a File Drop Automation to trigger an automation when a data file is transferred from the data warehouse to the import folder in their Enhanced FTP account. NTO notes that user passwords expire every 90 days and they do not want to update their file transfer script on

the data warehouse each time a password changes and they do not want to compromise security.

Which solution should the consultant recommend?

- A. Upload data files to Marketing Cloud using SFTP instead of FTP
- B. Contact the Marketing Cloud account representative to enable Single Sign-On Authentication using SAML
- C. Request SSH key authentication to be enabled for the FTP user and create an SSH Key in Key Management
- D. Enable the 'Exclude FTP Users From Password Expiration' option in Setup > Security Settings

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 23

A customer indicates their point-of-sale system can be configured to upload a file every fifteen minutes. The filename is not consistent for each upload. Their consultant recommends they use a File Drop Automation.

Which two considerations should be made?

Choose 2 answers

- A. The directory used by the file trigger should be inside the import directory.
- B. The directory cannot contain more than five file triggers.
- C. They may utilize an external FTP site.
- D. The directory is unable to be used by another File Drop Automation.

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 24

Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud. They want to ensure commercial emails are not sent to email addresses who have previously opted-out.

Which feature should they use?

- A. Exclusion Script
- B. Suppression List
- C. Exclusion List
- D. Auto-suppression List

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 25

Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to the user.

What should be recommended?

- A. Einstein Engagement Scoring

- B. Advertising Studio
- C. Mobile Studio
- D. Google Analytics 360

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

An analytics team wants to get hourly updates on email metrics (send, open, click) to provide timely next best actions to the sales team.

What method should the team use?

- A. Scheduled Reports
- B. Data views
- C. Tracking Extracts
- D. Send Logs

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 27

Nothern Trail Outfitters wants to enable Sales Cloud users to manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder.

What should a consultant recommend for segmentation?

- A. Salesforce Report
- B. Salesforce Data Extension
- C. Synchronized Data Extension
- D. Salesforce Campaign

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 28

Northern Trail Outfitters (NTO) wants to find ways to better drive return on investment and growth via their marketing sends. They plan to centralize their analytics data to allow for a more efficient analysis of this data across all of their campaigns. NTO currently has Marketing Cloud, Sales Cloud, and a third-party warehouse service.

What product would help their use case?

- A. Report Studio
- B. Web Analytics Connector
- C. Datorama
- D. Interaction Studio

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 29

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the

journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- A. Utilize Entry Data on a Decision Split within Journey Builder.
- B. Configure activities within Automation Studio to update the purchase data.
- C. Create a Data Relationship in Email Studio to relate the two data extensions.
- D. Use Data Designer in Contact Builder to relate the two data extensions.

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 30

Northern Trail Outfitters recently upgraded their preference center to allow customers to indicate which products they are interested in and to have the ability to opt up and down in send volume. They would like to configure the Delivery Options in a Journey Builder Email Activity to take these new data points into account.

Which two options could allow them to meet the requirement?

Choose 2 answers

- A. Auto-Suppression List
- B. Domain Exclusion
- C. Suppression List
- D. Publication List

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 31

Northern Trail Outfitters receives a nightly encrypted unsub file to their Marketing Cloud SFTP from a third-party email platform. These files are used to unsubscribe existing subscribers. They do not use Email Address as Subscriber Key.

What Automation Studio Activity sequence should be used to ensure the appropriate subscribers are unsubscribed from the All Subscriber List?

- A. Import File > Data Extract > File Transfer > Import File
- B. File Transfer > Import File > Query > Data Extract > File Transfer > Import File
- C. File Transfer > Import File > Data Extract > File Transfer > Import File
- D. Import File > Query > Data Extract > File Transfer > Import File

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 32

Northern Trail Outfitters (NTO) wants to send an email to all Contacts who have signed up for its newsletter, but have not joined its loyalty program. NTO has created a report in Sales Cloud which it will select using a Send Flow in Content Builder.

Which field name should be included in the report in addition to email address?

- A. External ID
- B. Contact ID
- C. CampaignMember ID
- D. Individual ID

Answer: (SHOW ANSWER)

NEW QUESTION: 33

Which customers would benefit most from purchasing a Sender Authentication Package (SAP)?

- A. A nonprofit organization that sends roughly 50,000 newsletter emails per month.
- B. A growing consumer brand that expects to send 500,000 emails per month and would like email branding to be consistent with its domain,
- C. A growing retailer that currently leverages Marketing Cloud's MobileConnect and MobilePush.
- D. A customer who wants to share another IP within their account structure and is unconcerned about branding at this time.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 34

Northern Trail Outfitters (NTO) has been storing web behavior to a data extension for several years. They have indicated with several hundred millions of rows there has been an impact on performance. NTO indicates they only need to store data from the previous twelve months which will not exceed eighty million rows.

Which two methods would allow them to utilize a Retention Policy? (Choose 2 answers)

- A. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.
- B. Replace the current data extension with a new data extension configured with a Retention Period.
- C. Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.
- D. Reconfigure the current data extension as-is with a Retention Period via Contact Builder.

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 35

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

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 36

Northern Trails Outfitters has a contact count of nearly 10 million records. They have noticed slower processing times when sending using Journey Builder.

Which two actions could they take to optimize Journey performance? (Choose 2 answers)

- A. Use Data Extension Entry Sources with Filters applied to perform segmentation activities for Journey Builder.
- B. Include data for decision splits in Attribute Groups in Contact Builder, use contact data rather than journey data.
- C. Perform large-scale segmentation in Automation Studio before admitting contacts into Journey Builder.
- D. Create a prefiltered, sendable copy of data extensions for each journey instead of using the same entry source.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

Northern Trail Outfitters wants to send an email to website visitors who add items to their cart but fail to make a purchase. The email will include a list of products they added to their shopping cart.

* A sendable data extension contains the contact information and a session ID field for each subscriber who has abandoned their cart.

* A second data extension contains a corresponding session ID field and product data for each abandoned cart item, including product SKU, product name, quantity, price, and image URL.

Which feature should be used to display the list of products for each subscriber in this email?

- A. Dynamic Content Block
- B. Lookup AMPscript function
- C. Enhanced Dynamic Content Block
- D. LookupRows AMPscript function

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 38

Northern Trail Outfitters wants to target Contacts in an abandoned cart Journey with a Facebook ad. An Ad Campaign Activity has been added to the Journey canvas.

Which extension product should be enabled to use the Ad Campaign Activity?

- A. Interaction Studio
- B. Audience Studio
- C. Advertising Studio
- D. Social Studio

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 39

Northern Trail Outfitters wants to use Marketing Cloud to send notifications to customers when their orders are ready for in-store pickup. The notifications can be either SMS or email depending on their communications preference.

How should the consultant set this up?

- A. Automation with a Send SMS and Send Email activity in separate consecutive steps.
- B. Journey Builder multi-step journey with an API entry event and a decision split.
- C. Create an Outbound Message in MobileConnect with AMPscript in body to trigger an email confirmation as a fallback.
- D. Journey Builder Transactional Send Journey.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 40

A B2B customer has customized journeys they want to use for several key accounts they are trying to sell into.

How could Marketing Cloud Connect be used to initiate these sends when contacts for select accounts are created?

- A. Welcome Email Configuration on the Account Object
- B. Salesforce Campaign Entry Source on the Lead Object
- C. Salesforce Data Entry Source on the Account Object
- D. Salesforce Data Entry Source on the Contact Object

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 41

Northern Trail Outfitters received an email about reaching API limits within Salesforce and they think this is caused by the integrated Marketing Cloud account.

Which two types of API calls are counted against the rolling 24-hour limit?

- A. Login Calls
- B. CreateSalesforceObject() AMPscript
- C. Bulk API

D. SOAP API Calls updating objects

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 42

Northern Trail Outfitters (NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. These emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.

How should NTO marketers ensure there's a limit to the number of times a particular image asset can be chosen for a customer?

- A. Set a Fallback Asset.
- B. Utilize Einstein Engagement Frequency to send the emails less often.
- C. Set Fatigue Rules for the product Asset Classes.
- D. Ask the content team to create more images in order to diversify the asset pool.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 43

Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?

- A. Use exclusion lists for the send - excluding those that already were sent the email
- B. Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context
- C. Use SQL Query to filter the audience into a new data extension that is upserted every day
- D. Use a SQL Query to filter the audience into a new data extension that is overwritten each day

Answer: B (LEAVE A REPLY)

NEW QUESTION: 44

Northern Trail Outfitters wants to export a data file to its SFTP using Automation Studio. The file should contain all subscribers who did not receive their intended email in the last 24 hours. The automation will be scheduled to run each day.

Which activity is required in the automation?

- A. Data Extract Activity
- B. SQL Query Activity
- C. SendLog Extract
- D. Report Definition Activity

Answer: (SHOW ANSWER)

NEW QUESTION: 45

Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.

How could they resolve this issue?

- A. Format the phone field in Salesforce as +I[phonenumber],
- B. Select 'Normalize Phone Number*' in Journey settings.
- C. Select 'US' as the sending country in SMS activity.
- D. Configure the phone field in Salesforce as US locale.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 46

Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud. They want to ensure commercial emails are not sent to email addresses who have previously opted-out.

Which feature should they use?

- A. Auto-suppression List
- B. Suppression List
- C. Exclusion Script
- D. Exclusion List

Answer: A ([LEAVE A REPLY](#))

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NEW QUESTION: 47

Northern Trail Outfitters (NTO) is launching a new subsidiary brand, Cloud Kicks, within the next six months. Cloud Kicks anticipates sending approximately 50,000 emails per month from a child business unit. NTO will execute a large campaign announcing and associating itself with Cloud Kicks as part of the brand kickoff and is comfortable sharing digital properties with them. Cloud Kicks wants to utilize a custom sending domain, but deliverability is a primary concern.

What approach should be recommended?

- A. A Private Domain should be applied to the child business unit.
- B. A Private Domain should be applied to the parent business unit.
- C. A Sender Authentication Package should be used for CloudKicks.
- D. A new Sender Authentication Package should be used for NTO.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 48

Northern Trail Outfitters (NTO) is the holding company of three subsidiaries: Universal Containers, Ursa Major Solar, and Cloud Kicks. NTO recently purchased Marketing Cloud and has asked its consultant to recommend a scalable business unit (BU) hierarchy. They don't plan on executing any marketing campaigns on behalf of the NTO holding company, but NTO employees would like access to all subscribers and aggregate reporting. Additionally, each subsidiary business will be regularly running campaigns and should have their own branding, content, and subscribers.

Which solution should the consultant recommend?

- A. One parent BU with three additional private domains.
- B. One parent BU and two child BUs with their own Sender Authentication Packages.
- C. One parent BU and three child BUs with their own Sender Authentication Packages.
- D. One parent BU and one child BU

Answer: C (LEAVE A REPLY)

NEW QUESTION: 49

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 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. Email Opt Out is only updated if the send originates in Salesforce.
- B. The previous send's user needed to have edit permissions 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 (LEAVE A REPLY)

NEW QUESTION: 50

Northern Trail Outfitters is migrating from a legacy emailing tool to Marketing Cloud. As part of the migration, they have to go through a security review. Their data privacy team has made it clear that the data in the sandbox should never be mixed with data in production during testing cycles.

What recommendation would a consultant provide on the architecture to fulfill this requirement?

- A. Create one or more additional business units for testing.

- B. Use Subscriber Filter per business unit to filter production from test data.
- C. Implement two separate Marketing Cloud instances.
- D. Ensure test sends are done from data extensions with attribute 'Is Testing1'.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 51

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 52

Northern Trail Outfitters (NTO) is creating a birthday journey and one of the requirements is to divert anyone who has redeemed the promotional code before reminder emails are sent on the 15th and 20th of each month. Their transactional information, which includes redeemed promo codes, is housed in a separate data extension than the one used for Journey injection. NTO needs to use an attribute to attribute comparison on the customer number field in the Journey source and transaction data extensions.

Which activity would they use to accomplish this?

- A. Decision Split Activity using both Contact and Journey Data
- B. Decision Split Activity using only Journey Data
- C. Decision Split Activity using only Contact Data
- D. Einstein Split Activity

Answer: A (LEAVE A REPLY)

NEW QUESTION: 53

Northern Trail Outfitters has master data extension of 880,000 subscribers they want to randomly split into 11 groups to test different messaging strategies.

How could this be accomplished?

- A. Use Journey Builder with a random split activity.
- B. Create a random data extension within Email Studio.
- C. Create a random data extension within Contact Builder.
- D. Use Automation Studio with a random split activity.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 54

Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email.

Which personalization string should they include as the href attribute in the link?

- A. %%view_online%%
- B. %%view_email_url%%
- C. %%view_as_webpage%%
- D. %%vawp%%

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 55

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. External Content
- D. Personalization Strings

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 56

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign.

What hierarchy should be recommended?

- A. One parent business unit and a child business unit for each franchise owners
- B. One parent business unit and a child business unit for franchise owners.
- C. A parent business unit for each franchise owner
- D. One business unit.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 57

Every day at 3 a.m., Northern Trail Outfitter' (NTO) data lake instance starts generating a file that contains all records that should be sent one email or another for the next day's marketing campaigns. The size of the file varies depending on the previous day's tracking

activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends.

What end-to-end process should deliver this efficiently?

- A. Triggered Automation > Import > Data Extension Extract > Marketing Journey
- B. Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
- C. Scheduled Automation > File Transfer > Import > Series of Query Activities
- D. Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 58

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud.

What solution should be recommended for execution efficiency?

- A. Use Automation Studio to prepare personalization data and initiate journey.
- B. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- C. Use Automation Studio and Salesforce sends with campaign as an audience.
- D. Use send from Salesforce CRM and Salesforce report to prepare personalization data.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 59

A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.

What should a consultant recommend to meet this criteria?

- A. Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.
- B. Sync all custom objects to Marketing Cloud and recreate the reports for sending.
- C. Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.
- D. Create a Journey and use Salesforce Data and the Reports object as the Entry Source.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 60

A customer's web developer team is creating a form that will leverage a Marketing Cloud REST API endpoint to upsert rows into a data extension.

How should the consultant create an installed package in Marketing Cloud to facilitate this functionality?

- A. Enable the package for all business units in the Marketing Cloud account.
- B. Instruct the web team to store the client ID and secret in the client-side code.
- C. Ensure the package scope includes Read and Write permissions for data extensions.
- D. Create a separate installed package for each individual web form.

Answer: ([SHOW ANSWER](#))

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