

Salesforce.Marketing-Cloud-Consultant.v2023-08-31.q64

Exam Code:	Marketing-Cloud-Consultant
Exam Name:	Salesforce Certified Marketing Cloud Consultant
Certification Provider:	Salesforce
Free Question Number:	64
Version:	v2023-08-31
# of views:	879
# of Questions views:	640
https://www.freepdfdumps.com/Salesforce.Marketing-Cloud-Consultant.v2023-08-31.q64.html	

NEW QUESTION: 1

A customer wants to set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud. They are currently in the process of hiring a full-time developer but want an implementation in place for the developer to maintain.

What should the customer have in place to ensure this solution can be implemented?

- A. A Transactional Journey with the Not Sent Notification activity included
- B. A Datorama instance to ingest their data
- C. An external system to receive and confirm callback and subscriptions
- D. An Interaction Studio instance to ingest their data

Answer: ([SHOW ANSWER](#))

Explanation

To set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud, Northern Trail Outfitters should have an external system to receive and confirm callback and subscriptions. Callbacks are notifications that Marketing Cloud sends to an external system when certain events occur, such as message failures or bounces. Subscriptions are requests that specify which events and messages an external system wants to receive callbacks for. References:

<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-apis.meta/mc-apis/transactional-messaging-api.h>

NEW QUESTION: 2

Northern Trail Outfitters wants to import new contacts gathered from an external web form. The entries are being collected at high frequency, potentially thousands per minutes. The data does not need to be immediately ingested into Marketing Cloud as it is used in a daily scheduled automation.

What Should be recommended?

- A. Create this as a Journey Data Source via Journey Builder.
- B. Push each new record into Marketing Cloud via Platform Event API on form submit.
- C. Perform a daily bulk export to SFTP for import via Automation.
- D. Recreate this external web form inside Marketing Cloud.

Answer: C (LEAVE A REPLY)

Explanation

To import new contacts gathered from an external web form at high frequency into Marketing Cloud, Northern Trail Outfitters should perform a daily bulk export to SFTP for import via automation. This will allow them to batch the contacts into one file per day and import them into Marketing Cloud using an automation that runs at a scheduled time.

References:

https://help.salesforce.com/s/articleView?id=sf.mc_as_import_activity.htm&type=5

NEW QUESTION: 3

Northern Trail Outfitters wants to monitor available coupon codes and sends a notification to their email specialist instructing them to request more codes for importing if the available coupon count falls below 500 available codes.

Which two activities would be automation?

Choose 2 answers

- A. Import Activity
- B. Verification Activity
- C. Data Extract Activity
- D. Filter Activity

Answer: B,D (LEAVE A REPLY)

Explanation

A verification activity is an automation studio activity that allows checking the record count or field value of a data extension and sending a notification email if it meets certain criteria. A filter activity is an automation studio activity that allows filtering records from a source data extension into a target data extension based on filter criteria. By using these two activities in an automation, NTO can monitor available coupon codes in their coupon data extension and send a notification email to their email specialist if the available coupon count falls below 500. An import activity is used to import data from an external file or data source into a data extension, which is not relevant for this use case. A data extract activity is used to extract data from a data extension or data view into a file, which is also not relevant for this use case. References:

https://help.salesforce.com/articleView?id=sf.mc_as_verification_activity.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_as_filter_activity.htm&type=5

NEW QUESTION: 4

A financial services customer wants to send email to customers who log in for the first on a new IP. This message should be deployed as fast as possible due to its sensitive content. The message contain information related to the login IP.

What should a consultant recommend to deploy the email?

- A. Inject the subscriber into a Journey.
- B. Use the Transactional Messaging API.
- C. Execute a Triggered Emails Interaction.
- D. Use a User-Initiated Emails Interaction.

Answer: (SHOW ANSWER)

Explanation

The Transactional Messaging API can be used to send email to customers who log in for the first time on a new IP. The Transactional Messaging API allows for fast and reliable delivery of transactional messages, such as password resets, order confirmations, or account alerts. The message can include information related to the login IP by using personalization strings or AMPscript variables. References:

<https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/transactional-messaging-api.html>

<https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/transactional-messaging-personalization>

NEW QUESTION: 5

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response?

- A. Response are not sent with the Conversation Window.
- B. Responses are not sent within 24 hours of the outbound message.
- C. Next keyword was not specified on the outbound message.
- D. Response contained "stop" in the message content.

Answer: (SHOW ANSWER)

Explanation

Two potential reasons for SMS responses getting the default keyword response rather than the appropriate next keyword response are:

Responses are not sent within the Conversation Window. The Conversation Window is a setting that defines how long MobileConnect waits for a response from a subscriber after sending an outbound message. If a subscriber responds after the Conversation Window expires, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

Next keyword was not specified on the outbound message. The Next Keyword is a setting that defines what keyword MobileConnect expects from a subscriber after sending an outbound message. If a subscriber responds with a different keyword than what

MobileConnect expects, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

Responses containing "stop" in the message content will not get the default keyword response, but rather an opt-out confirmation message. Responses sent with AMPscript in body will not affect how MobileConnect handles responses, as AMPscript is only evaluated at send time. References:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.mc_moc_conversation_window.htm&type=5)

[id=sf.mc_moc_conversation_window.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_moc_conversation_window.htm&type=5)

https://help.salesforce.com/s/articleView?id=sf.mc_moc_next_keyword.htm&type=5

NEW QUESTION: 6

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. %%BASEFILENAME_FROM_TRIGGER%%

B. %%BASEFILENAME_FROM_FILEDROP%%

C. Scheduled Starting Source

D. File Drop Starting Source

Answer: B,C (LEAVE A REPLY)

Explanation

This allows you to specify the exact name of the file when running the automation. The File Drop Starting Source is an automation activity that allows you to specify the source of the File Drop as either a Scheduled or Manual event. This allows you to control when the data is imported from the Enhanced FTP file.

To set up their automation to import the data from the file on a nightly basis, Northern Trail Outfitters should use two ways to start their automation:

File Drop Starting Source. This is a trigger that starts an automation when a file is dropped in an Enhanced FTP folder or an external SFTP location.

Scheduled Starting Source. This is a trigger that starts an automation at a specified date and time or at recurring intervals.

%%BASEFILENAME_FROM_TRIGGER%% and %

%BASEFILENAME_FROM_FILEDROP%% are not starting sources, but variables that can be used in file transfer or import activities to reference file names.

References: [https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio_triggers.htm&type=5)

[id=sf.mc_as_automation_studio_triggers.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio_triggers.htm&type=5)

NEW QUESTION: 7

A customer asks why the send time values with an email are not being added to a Send Log.

Which two actions would successfully write send time variable to their Send Log?

- A. Match an AMPscript variable name to a Send Log field.
- B. Ensure the send log is linked in an attribute group.
- C. Enable send logging to a data extension during send process.
- D. Use the WriteToLog() AMPscript function in the content.

Answer: (SHOW ANSWER)

Explanation

Two actions that would successfully write send time variables to their Send Log are:

Match an AMPscript variable name to a Send Log field. This action will allow the customer to write the value of an AMPscript variable to a corresponding field in the Send Log data extension. For example, if the customer has a Send Log field named ProductName and an AMPscript variable named

@ProductName, then the value of @ProductName will be written to the ProductName field in the Send Log.

Use the WriteToLog() AMPscript function in the content. This action will allow the customer to write one or more values to a specified field in the Send Log data extension using an AMPscript function. For example, if the customer wants to write the value of

@ProductName and @ProductPrice to the ProductInfo field in the Send Log, they can use WriteToLog("ProductInfo",@ProductName,@ProductPrice) in their content.

Ensuring the send log is linked in an attribute group is not necessary for writing send time variables to their Send Log, as it is only used for creating relationships between data sources in Contact Builder. Enabling send logging to a data extension during send process is not an action that would write send time variables to their Send Log, as it is only a setting that enables or disables send logging for a specific email send. References:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_sendlog_data_extension.htm&type=5)

[id=sf.mc_es_create_a_sendlog_data_extension.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_sendlog_data_extension.htm&type=5)

https://help.salesforce.com/s/articleView?id=sf.mc_es_write_to_the_send_log.htm&type=5

NEW QUESTION: 8

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

Answer: B,C (LEAVE A REPLY)

Explanation

Publication List and Auto-Suppression List can be used to control what content is available to certain users and business units based on their preferences and send volume. A Publication List allows subscribers to opt in or out of different types of communications, while an Auto-Suppression List automatically excludes subscribers from receiving certain messages based on criteria such as frequency or content category.

References: [https://help.salesforce.com/articleView?](https://help.salesforce.com/articleView?id=sf.mc_es_publication_lists.htm&type=5)

[id=sf.mc_es_publication_lists.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_es_publication_lists.htm&type=5)

https://help.salesforce.com/articleView?id=sf.mc_es_auto_suppression_lists.htm&type=5

NEW QUESTION: 9

A new Marketing Cloud (MC) customer wants to now implement a Sales Cloud instance to go along with their MC Instance. The MC has been live for a year now, where the primary key for records has been the Email Address.

Which two options would prevent the customer from duplicating records? Choose 2 answers

- A. Upload CSV with Migrated Subscriber Keys to All Subscribers.
- B. Get existing records updated with new Keys sourced from Sales Cloud instance;
- C. Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address.
- D. Purge the current records and carry on with new keys sourced from Sales Cloud

Answer: (SHOW ANSWER)

Explanation

Two options that would prevent the customer from duplicating records when implementing a Sales Cloud instance are:

Get existing records updated with new Keys sourced from Sales Cloud instance. This option will allow the customer to update their existing records in Marketing Cloud with new keys that match their Sales Cloud records, such as Contact ID or Lead ID. This will ensure data consistency and avoid duplication across both systems.

Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address. This option will allow the customer to continue using Email Address as their primary key in Marketing Cloud, and rely on Marketing Cloud Contact Models to dedupe keys by Email Address when syncing data from Sales Cloud. This will ensure data accuracy and avoid duplication within Marketing Cloud.

Uploading CSV with Migrated Subscriber Keys to All Subscribers will not prevent duplication, as it will create new records in Marketing Cloud with different keys than the existing records. Purging the current records and carrying on with new keys sourced from Sales Cloud will result in data loss and potential compliance issues. References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_co_contact_key.htm&type=5

NEW QUESTION: 10

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. Script Activity
- B. Query Activity
- C. Verification Activity
- D. Stop Activity

Answer: C (LEAVE A REPLY)

Explanation

A Verification Activity can be used to prevent emails from being sent if they exceed a certain number of contacts. A Verification Activity checks the number of records in a data extension or list and stops the automation if the number is above or below a specified threshold. References:

https://help.salesforce.com/s/articleView?id=sf.mc_as_verification_activity.htm&type=5

NEW QUESTION: 11

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

Answer: (SHOW ANSWER)

Explanation

To send a series of welcome messages on behalf of the brand with an optimized send time to new customers who are sent to Marketing Cloud via an hourly batch file drop, Northern Trail Outfitters should use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning. Automation Studio is a tool that allows marketers to automate tasks and workflows using different activities, such as importing files, filtering data, or sending emails. Journey Builder is a tool that allows marketers to create personalized customer experiences across different channels and

platforms using different activities, such as sending emails, updating data, or optimizing send time. References:

https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5

NEW QUESTION: 12

Northern Trail (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Build to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could be using Automation Studio entirely.

Which three tasks would a consultant suggest for using Journey Builder instead of Automation Studio?

Choose 3 Answers

- A.** Building simple segmented campaigns without SQL queries
- B.** Designing decision logic via an ... user interface.
- C.** Setting behavior-based goals
- D.** Processing zipped encrypted files containing subscriber data
- E.** Creating customer segments from multiple data extensions

Answer: A,B,C (LEAVE A REPLY)

Explanation

Three tasks that a consultant would suggest for using Journey Builder instead of Automation Studio are:

Building simple segmented campaigns without SQL queries. Journey Builder allows marketers to create simple segmented campaigns using filters and rules without writing SQL queries. Automation Studio requires SQL queries for creating complex segments using data extensions.

Designing decision logic via an intuitive user interface. Journey Builder allows marketers to design decision logic using activities such as decision splits, engagement splits, or random splits via an intuitive user interface. Automation Studio requires scripting or coding for creating decision logic using activities such as script activities or verification activities.

Setting behavior-based goals. Journey Builder allows marketers to set behavior-based goals using criteria such as email opens, clicks, conversions, or custom events.

Automation Studio does not have a feature for setting behavior-based goals.

Processing zipped encrypted files containing subscriber data is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as file transfer activities or import file activities that can handle zipped encrypted files. Creating customer segments from multiple data extensions is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as query activities or filter activities that can create customer segments from multiple data extensions. References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio.htm&type=5

NEW QUESTION: 13

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. SOAP API Calls updating objects
- B. CreateSalesforceObject() AMPscript
- C. Login Calls
- D. Bulk API

Answer: A,B (LEAVE A REPLY)

Explanation

SOAP API calls updating objects and CreateSalesforceObject() AMPscript are both types of API calls that are counted against the rolling 24-hour limit in Salesforce. Login calls and bulk API calls are not counted against this limit. References:

[https://developer.salesforce.com/docs/atlas.en-](https://developer.salesforce.com/docs/atlas.en-us.api_rest.meta/api_rest/intro_api_concepts_limits.htm)

[us.api_rest.meta/api_rest/intro_api_concepts_limits.htm](https://developer.salesforce.com/docs/atlas.en-us.api_rest.meta/api_rest/intro_api_concepts_limits.htm)

[https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-](https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-co)
[content.meta/mc-programmatic-co](https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-co)

NEW QUESTION: 14

A customer wants to improve the previous 10 years purchase data n their Marketing Cloud account. Through discovery, it is determined there are over 200 million records they plan to upload via the REST API, and this volume will continue to grow as the current purchase data is added.

Which two questions should be asked for further discovery?

Choose 2 answers

- A. Does their License include time Large Extensions feature?
- B. How many API calls are expected to be made at the ask hourly rate?
- C. What time of day are the API calls made?
- D. Why do they require 10 years' historical data in Marketing Cloud?

Answer: B,D (LEAVE A REPLY)

Explanation

How many API calls are expected to be made at peak hourly rate? This question will help determine if they have enough API limits and bandwidth for importing large volumes of data via REST API into Marketing Cloud. The REST API has limits on how many requests can be made per hour per account based on license type and edition.

Why do they require 10 years' historical data in Marketing Cloud? This question will help determine if they have a valid business case and use case for importing large volumes of historical data into Marketing Cloud. Depending on their marketing objectives and

strategies, they may not need 10 years' historical data in Marketing Cloud, which could reduce their storage needs and costs.

What time of day are the API calls made is not relevant to determining a solution for importing large volumes of data via REST API into Marketing Cloud, as it does not affect how data is imported or processed. Whether someone needs to be notified if an error happens on import is not relevant to determining a solution for importing large volumes of data via REST API into Marketing Cloud, as it does not affect how data is imported or processed. References:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.mc_overview_large_data_extensions.htm&type=5)

[id=sf.mc_overview_large_data_extensions.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_overview_large_data_extensions.htm&type=5)

https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-apis.meta/mc-apis/using_the_rest_api.htm

NEW QUESTION: 15

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

Answer: D (LEAVE A REPLY)

Explanation

To use a custom sending domain and maintain deliverability for Cloud Kicks, Northern Trail Outfitters should use a Sender Authentication Package (SAP) for Cloud Kicks. A SAP is a tool that allows marketers to authenticate their emails with their own domain name and branding elements, such as links and images. A SAP also helps improve deliverability by increasing sender reputation and avoiding spam filters.

A new SAP for NTO is not needed, as they already have one for their existing brand. A private domain is not recommended for Cloud Kicks, as it does not provide full authentication or branding benefits as a SAP does.

References:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5)

[id=sf.mc_es_sender_authentication_package.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5)

NEW QUESTION: 16

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

Answer: B (LEAVE A REPLY)

Explanation

To import the data, segment the data, and execute the daily sends as soon as the file is generated by the data lake instance, Northern Trail Outfitters should use a triggered automation that contains an import activity, a series of query activities, and a series of sends. A triggered automation can start when a file is dropped in a specified location, such as an FTP folder. An import activity can import the file into a data extension. A series of query activities can segment the data based on the criteria for different campaigns. A series of sends can send the emails to the segmented data extensions. References:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio_triggers.htm&type=5)

[id=sf.mc_as_automation_studio_triggers.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio_triggers.htm&type=5)

https://help.salesforce.com/s/articleView?id=sf.mc_as_import_activity.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_user_initiated_email_interaction.htm&type=5)

[id=sf.mc_es_create_a_user_initiated_email_interaction.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_user_initiated_email_interaction.htm&type=5)

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html (161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 17

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. Create a separate installed package for each individual web form.
- C. Instruct the web team to store the client ID and secret in the client-side code.
- D. Ensure the package scope includes Read and Write permissions for data extensions.

Answer: D (LEAVE A REPLY)

Explanation

Creating an installed package in Marketing Cloud with Read and Write permissions for data extensions should be used to facilitate the functionality of upserting rows into a data extension using a REST API endpoint. An installed package is a container for one or more API integrations that provides authentication credentials and permissions for accessing Marketing Cloud resources. Read and Write permissions for data extensions allow the API integration to retrieve and modify data in data extensions. References:

https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/create_a_package.html

<https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/data-extensions.html>

NEW QUESTION: 18

Northern Trail Outfitters is interested in a solution to automate a process. They currently pull data into a spreadsheet to import into a data extension for sending. The data warehouse can be configured to place a file daily on an SFTP.

Which three questions are relevant to determining a solution?

Choose 3 answers

- A. Is the data file a delta or a historical file
- B. Does the data extension have a data relationship?
- C. Will the file have more than 5,000 rows?
- D. Will the data file be placed on the SFTP at the same time daily?
- E. Does someone need to be notified if an error happens on import?

Answer: A,D,E (LEAVE A REPLY)

Explanation

Three questions that are relevant to determining a solution for automating a process of importing data from a data warehouse into Marketing Cloud are:

Is the data file a delta or a historical file? This question will help determine how to handle existing records and avoid duplication or overwrite. A delta file contains only new or updated records, while a historical file contains all records regardless of changes.

Will the data file be placed on the SFTP at the same time daily? This question will help determine how to schedule an automation or trigger an event based on file drop. If the data file is placed on the SFTP at different times, then a File Drop Automation may be more suitable than a Scheduled Automation.

Does someone need to be notified if an error happens on import? This question will help determine how to handle errors and exceptions during import. If someone needs to be

notified, then an email notification activity or a verification activity may be added to the automation.

Whether the data extension has a data relationship or not is not relevant to determining a solution for importing data, as it is only used for creating relationships between data extensions in Email Studio. Whether the file has more than 5,000 rows or not is not relevant to determining a solution for importing data, as it does not affect how data is imported or processed. References:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.mc_as_file_drop_automation_studio_triggers.htm&type=5)

[id=sf.mc_as_file_drop_automation_studio_triggers.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_file_drop_automation_studio_triggers.htm&type=5)

https://help.salesforce.com/s/articleView?id=sf.mc_as_import_file_activity.htm&type=5

NEW QUESTION: 19

Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of their subscribers provide a Mobile Phone Number when registering.

Which three considerations should be made before implementing MobileConnect?

Choose 3 answers

- A.** Long and Short Codes are not available for all countries.
- B.** NTO would be charged by mobile operators directly for messages.
- C.** Inbound messaging only works with local Long or Short Codes.
- D.** Not all countries are supported by MobileConnect.
- E.** Opting in for messages can only be done via inbound message.

Answer: A,C,D (LEAVE A REPLY)

Explanation

Three considerations that should be made before implementing MobileConnect are: Long and Short Codes are not available for all countries. Long codes are local phone numbers that can be used for sending SMS messages in some countries, while short codes are special numbers that can be used for sending SMS messages in other countries. However, not all countries have long codes or short codes available or supported by MobileConnect.

Inbound messaging only works with local Long or Short Codes. Inbound messaging is the ability to receive SMS messages from subscribers in response to outbound messages or keywords. This feature only works with local long codes or short codes that match the country of the subscriber's mobile number.

Not all countries are supported by MobileConnect. MobileConnect relies on mobile operators and aggregators to deliver SMS messages to different countries, but not all countries have these services available or supported by MobileConnect.

NTO would not be charged by mobile operators directly for messages, as they would pay for message credits or bundles through Marketing Cloud billing. Opting in for messages can be done via inbound message or other methods, such as web forms or APIs.

References:

https://help.salesforce.com/s/articleView?id=sf.mc_moc_mobileconnect_overview.htm&type=5

NEW QUESTION: 20

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

Answer: B (LEAVE A REPLY)

Explanation

To send out a biweekly newsletter with personalized property listings for new contacts added to a newsletter campaign in Salesforce CRM, a real estate agency should use Automation Studio to prepare personalization data and initiate journey. Automation Studio can run a scheduled automation that imports new contacts from Salesforce CRM into a data extension, runs query activities to join and filter property data based on contact criteria, and injects contacts into a journey that sends the newsletter with personalized content. References:

https://help.salesforce.com/s/articleView?id=sf.mc_as_import_activity.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5

NEW QUESTION: 21

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 a SQL Query to filter the audience into a new data extension that is overwritten each day
- D.** Use SQL Query to filter the audience into a new data extension that is upserted every day

Answer: B (LEAVE A REPLY)

Explanation

Creating and enabling a BLOCKOUT window in MobileConnect can be used to prevent SMS messages from being sent during certain hours of the day. A BLOCKOUT window is a time period during which no messages are sent or received by MobileConnect, regardless of when they were scheduled or triggered. References:

https://help.salesforce.com/s/articleView?id=sf.mc_moc_blockout_window.htm&type=5

NEW QUESTION: 22

Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).

* The first DE is populated by web analytics data, and does not contain a Subscriber Key or Email Address value.

* A Customer Reference DE is updated daily and holds subscriber information.

* The third DE is populated by a file sent to the SFTP after five days. If the customer has not purchased the abandoned items.

* The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.

* If the web analytics file is empty, NTO does not want the automation to finish running.

Which order of activities should be used to fulfill this requirement?

- A.** Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- B.** File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one > Query Activity for file two > Data Extension Entry
- C.** File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two
- D.** Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

Answer: B (LEAVE A REPLY)

Explanation

A File Drop Automation with a Verification Activity can be used to fulfill the requirement of sending an email to all contacts who have signed up for its newsletter, but have not joined its loyalty program. A File Drop Automation can be used to trigger an automation when a file is uploaded to the Marketing Cloud FTP. A Verification Activity can be used to check the number of records in the file and stop the automation if the file is empty. References:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.mc_as_define_a_triggered_automation.htm&type=5)

[id=sf.mc_as_define_a_triggered_automation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_define_a_triggered_automation.htm&type=5)

https://help.salesforce.com/s/articleView?id=sf.mc_as_verification_activity.htm&type=5

NEW QUESTION: 23

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to .. customer feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in service Cloud.

NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

A. Use Automation Studio to capture positive response and a Case Activity to create a new case in Service Cloud.

B. Use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case Service Cloud.

C. Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud Use an AppExchange package to create a new case in Service Cloud.

Use an ApExchange package to create a customized API integration between Marketing D. Cloud and Service Cloud

Answer: B (LEAVE A REPLY)

Explanation

To capture customer feedback via email and create a new case in Service Cloud if a customer indicates they are unhappy with the service they have received, Northern Trail Outfitters should use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud. An Engagement Split is an activity that allows marketers to route contacts based on their engagement with email messages, such as opens or clicks. A Case Activity is an activity that allows marketers to create cases in Service Cloud based on contact attributes or journey data. References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_engagement_split.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_jb_case_activity.htm&type=5

NEW QUESTION: 24

Northern trail Outfitters in expending globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. The wants to do this as efficiently as possible and are anticipating growth into other locales in the near future.

Which two options could be recommended?

Choose 2 answers

A. Leverage personalization strings within the email template to pull in language-specific content.

B. Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.

C. Leverage Concept Builder to create email templates for each individual language and populate the templates via the UI.

D. Leverage enhanced dynamic content Mocks within Content Builder to create language-specific emails.

Answer: (SHOW ANSWER)

Explanation

Two options that could be recommended for localizing email content to speak to subscribers in their own language are:

Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value. AMPscript is a scripting language that allows marketers to perform complex tasks within messages, such as looking up data from data extensions, applying conditional logic, or displaying dynamic content based on subscriber attributes or behaviors.

Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails.

Enhanced dynamic content blocks are blocks that allow marketers to create personalized content based on rules and filters without coding.

Leveraging personalization strings within the email template will not help with localization, as they are used for inserting simple subscriber attributes or system information into messages. Leveraging Content Builder to create email templates for each individual language will not be efficient or scalable, as it will require creating and maintaining multiple templates for each message. References:

https://help.salesforce.com/s/articleView?id=sf.mc_es_ampscript_overview.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_ceb_enhanced_dynamic_content_blocks.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_ceb_enhanced_dynamic_content_blocks.htm&type=5

NEW QUESTION: 25

Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP), They send regularly 300,000 What should they be aware of with respect to sender reputation?

A. They should have one dedicated IP address for every 100,000 messages send per month.

B. They should have a shared IP since their volume is under 500,000 messages per month.

C. They should have one SAP for transactional sends and another for commercial sends.

D. They should send at least 250,000 messages per month to maintain their sender reputation.

Answer: (SHOW ANSWER)

Explanation

To maintain a good sender reputation, Northern Trail Outfitters should have one dedicated IP address for every

100,000 messages send per month. This will help them avoid IP throttling and blacklisting issues. A shared IP address is not recommended for their volume, and having multiple SAPs for different types of sends is not necessary. They should also send consistently and avoid large spikes or drops in their sending volume.

References: https://help.salesforce.com/s/articleView?id=sf.mc_es_dedicated_ip_addresses.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_reputation.htm&type=5

NEW QUESTION: 26

A customer wants to send an email confirming opt-in when someone signs up for their emails via a form on their website. The email should arrive within a few minutes of completing the form, and all of the form data needs to be stored in Marketing Cloud to personalize the outgoing email. The customer has access to a developer for working with APIs, but they want to be able to change the email creative without involving the developer.

What should a consultant recommend?

- A.** Use the WSPProxy via SSJS to deploy the email after capturing form data.
- B.** Use a SQL Query activity in Automation Studio to run hourly and deploy emails.
- C.** Use a Send Email activity in Automation Studio to run hourly and deploy emails.
- D.** Use a Triggered Send Data Extension to capture form data and deploy the email.

Answer: D (LEAVE A REPLY)

Explanation

To send an email confirming opt-in when someone signs up for their emails via a form on their website, a triggered send data extension can be used to capture the form data and deploy the email. The triggered send data extension can be linked to a triggered send definition that contains the email creative and settings. The developer can use the SOAP or REST API to trigger the email from the website form, and the marketing team can change the email creative without involving the developer. References:

https://help.salesforce.com/s/articleView?id=sf.mc_es_triggered_sends.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_es_create_triggered_send_data_extension.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_es_create_triggered_send_data_extension.htm&type=5

NEW QUESTION: 27

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

Answer: (SHOW ANSWER)

Explanation

The LookupRows AMPscript function returns a rowset from a data extension that matches the specified criteria. It can be used to retrieve multiple rows of data from a data extension based on one or more column values. For example, NTO can use the LookupRows function to retrieve all rows from the second data extension that have the same session ID as the subscriber in the sendable data extension, and then loop through the rowset to display the product data for each abandoned cart item in the email. References: <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-co>

NEW QUESTION: 28

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

Answer: D (LEAVE A REPLY)

Explanation

Creating and enabling a BLOCKOUT window in MobileConnect can be used to prevent SMS messages from being sent during certain hours of the day. A BLOCKOUT window is a time period during which no messages are sent or received by MobileConnect, regardless of when they were scheduled or triggered. References: https://help.salesforce.com/articleView?id=sf.mc_moc_blockout_window.htm&type=5

NEW QUESTION: 29

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 text-response message template with embedded AMPscript 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 vote/survey message template to capture the response.

Answer: A (LEAVE A REPLY)

Explanation

To capture open-ended feedback from customers via SMS and write it to a data extension, Northern Trail Outfitters should use a text-response message template with embedded AMPscript to capture the response. A text-response message template is a template that allows marketers to send a text message to a mobile number and receive a reply.

AMPscript is a scripting language that allows marketers to perform complex tasks within messages, such as inserting data into a data extension. References:

https://help.salesforce.com/s/articleView?id=sf.mc_moc_text_response.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_es_ampscript_overview.htm&type=5

NEW QUESTION: 30

Northern Trail Outfitters (NTO) has recently Marketing Cloud and wants to secure PII data stored within the system.

Which limitation should the consultant consider when recommending field-Level Encryption?

- A. Field-Level Encryption doesn't support segmenting, filtering, or querying encrypted fields.
- B. Encrypted fields will show unencrypted values in standard records.
- C. Only list-based sending is supported by field-Level Encryption.
- D. Separate encryption keys are required for each business unit NTO Field_Level Encryption for

Answer: (SHOW ANSWER)

Explanation

A limitation that the consultant should consider when recommending Field-Level Encryption is that Field-Level Encryption doesn't support segmenting, filtering, or querying encrypted fields. Field-Level Encryption is a feature that allows marketers to encrypt sensitive data in Marketing Cloud using encryption keys and algorithms. However, encrypted fields cannot be used for segmenting subscribers using filters or queries, as they cannot be evaluated or compared with other values. References:

https://help.salesforce.com/s/articleView?id=sf.mc_overview_field_level_encryption.htm&type=5

[id=sf.mc_overview_field_level_encryption.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_overview_field_level_encryption.htm&type=5)

NEW QUESTION: 31

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

Answer: (SHOW ANSWER)

Explanation

A query activity is an automation studio activity that allows querying data from data extensions or data views using SQL statements. A data extension entry source is a journey builder entry source that allows injecting contacts into a journey based on a data extension. Journey activities are actions that occur within a journey, such as sending an email or updating a contact attribute. By using a query activity to filter contacts who have not made a purchase in the last six months from their order data extension, NTO can create a sendable data extension with those contacts and use it as a data extension entry source for their journey. Then, by using journey activities, they can communicate the same message across all channels to those contacts. References:

https://help.salesforce.com/articleView?id=sf.mc_as_sql_query_activity.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_jb_data_extension_entry_source.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_jb_journey_activities.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_jb_journey_activities.htm&type=5

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html (161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 32

A B2B customer notices they have a large number of subscribers marked as 'Held'. During troubleshooting, they realize these were soft bounces from overwhelming the email servers of many of the small companies with which they do business.

What step(s) should the customer take to move those subscribers back to 'Active'?

- A. Extract subscribers who have a status of 'Held', then import subscribers as 'Active'.

- B.** Use Contact Builder to mass update all 'Held' subscribers to 'Active' status.
- C.** Subscribers with a status of 'Held' should be re-enabled by contacting support.
- D.** Use a SQL query to change all subscribers with a status of 'Held' to 'Active' in All Subscribers.

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

Explanation

To move subscribers who have a status of 'Held' back to 'Active', NTO should extract those subscribers using a tracking extract or a data extract activity in automation studio, then import those subscribers as 'Active' using an import activity or file transfer activity in automation studio or an import wizard in email studio. This process will overwrite their status in all subscribers list and allow them to receive emails again. Contact Builder cannot mass update subscriber status in all subscribers list. Subscribers with a status of 'Held' cannot be re-enabled by contacting support unless there is a technical issue on Marketing Cloud's side that caused them to be held incorrectly. A SQL query cannot change subscriber status in all subscribers list directly.

References: https://help.salesforce.com/articleView?id=sf.mc_es_held_status.htm&type=5
https://help.salesforce.com/articleView?id=sf.mc_es_import_subscribers.htm&type=5

NEW QUESTION: 33

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

- A.** A growing consumer brand that expects to send 500,000 emails per month and would like email branding to be consistent with its domain,
- B.** A nonprofit organization that sends roughly 50,000 newsletter emails per month.
- 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: ([SHOW ANSWER](#))

Explanation

A Sender Authentication Package (SAP) is a set of features that authenticate an email sender's identity and reputation, such as a private domain, a dedicated IP address, a link customization, and a reply mail management. A SAP can benefit customers who send large volumes of emails (such as 500,000 per month) and want to have consistent email branding with their domain (such as sender address, links, images, etc.). A SAP can also improve deliverability and avoid spam filters by proving that the sender is legitimate and trustworthy. References:

https://help.salesforce.com/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5

NEW QUESTION: 34

Northern Trail Outfitters wants to control what content is available to certain users and business units. They also want to control what is allowed to be edited and ensure those edited are reviewed prior to being changed.

What should be implemented to achieve these goals?

- A. Build out an internal business governance and process to support this.
- B. Set up Approval Workflow and Share setting inside Marketing Cloud.
- C. Integrate an outside CMS with all these permissions built in.
- D. Edit the Content Permissions and Restrictions by Role setting for each user.

Answer: B (LEAVE A REPLY)

Explanation

Setting up Approval Workflow and Share setting inside Marketing Cloud can be used to control what content is available to certain users and business units, what is allowed to be edited, and ensure those edits are reviewed prior to being changed. Approval Workflow allows users to submit content for approval before it can be used in messages or journeys, while Share setting allows users to share content across business units with different levels of access. References:

https://help.salesforce.com/articleView?id=sf.mc_co_approval_workflow.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_co_share_content_across_business_units.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_co_share_content_across_business_units.htm&type=5

NEW QUESTION: 35

Northern Trail Outfitters has a data extension that stores all of their orders. They want to send out a daily email for orders with their status changed to 'shipped' that day through a journey.

Which two methods should be used to filter entry into the journey?

Choose 2 answers

- A. Filter Activity
- B. Entry Source Filter
- C. SQL Query
- D. Decision Split

Answer: B,D (LEAVE A REPLY)

Explanation

An entry source filter is a filter that can be applied to an entry source in journey builder to limit which contacts are injected into a journey based on criteria such as field values or record types. A decision split is a journey builder activity that allows branching the journey based on attribute values or engagement behavior of each contact. By using an entry source filter on their order data extension, NTO can filter contacts whose status has changed to 'shipped' that day and inject them into their journey. By using a decision split within their journey, they can further segment contacts based on other criteria such as purchase amount or product category.

References: https://help.salesforce.com/articleView?id=sf.mc_jb_entry_source_filter.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_jb_decision_split.htm&type=5

NEW QUESTION: 36

Northern Trail Outfitters (NTO) uses the SAP domain comms.nto.com and has just opened an office in Australia. They have created a business unit for their new office and want to use the domain comms.nto.com.au to send emails to their Australian customers.

What would be required to enable sending emails from their new domain without impacting deliverability?

- A. An additional IP address
- B. An additional Sender Authentication Package
- C. An additional private domain
- D. Register the new domain in Setup > From Address Management

Answer: B (LEAVE A REPLY)

Explanation

A Sender Authentication Package (SAP) is a set of features that authenticate an email sender's identity and reputation, such as a private domain, a dedicated IP address, a link customization, and a reply mail management. By having an additional SAP for the new domain comms.nto.com.au, NTO can send emails from their new domain without impacting deliverability. An additional IP address is not required if they already have one for their SAP. An additional private domain is not enough to authenticate their sender identity and reputation. Registering the new domain in From Address Management is not necessary if they have an SAP for the new domain. References:

https://help.salesforce.com/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_es_from_address_management.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_es_from_address_management.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_es_from_address_management.htm&type=5

NEW QUESTION: 37

Northern Trail Outfitters wants to its emails to be redirected to Marketing Cloud server* for processing.

Which configuration setting should the consultant recommend?

- A. Reply Mail Management
- B. Private Domains
- C. Sender Authentication Package
- D. Custom Delivery Profiles

Answer: C (LEAVE A REPLY)

Explanation

This setting allows the consultant to verify the sender's identity and configure the incoming email settings.

Reference: https://help.salesforce.com/articleView?id=mc_es_sap_overview.htm&type=5
To redirect its emails to Marketing Cloud servers for processing, Northern Trail Outfitters should use a Sender Authentication Package. A Sender Authentication Package is a feature that allows marketers to authenticate their email sends with their own domain and branding, instead of using Marketing Cloud's default domain and branding. This will improve email deliverability and reputation, as well as provide more control over email settings and preferences. References:
https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5

NEW QUESTION: 38

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

Answer: (SHOW ANSWER)

Explanation

A decision split activity is a journey builder activity that allows branching the journey based on attribute values or engagement behavior of each contact. Contact data refers to data that is stored outside the journey, such as in data extensions or data views. Journey data refers to data that is captured at the moment of entry into the journey, such as from a Salesforce entry event. By using both contact and journey data in a decision split activity, NTO can compare attribute values from different sources using an attribute-to-attribute comparison. For example, they can compare the promo code from the transaction data extension (contact data) with the promo code from the entry event (journey data) and divert contacts who have redeemed the promo code before reminder emails are sent.

References:

https://help.salesforce.com/articleView?id=sf.mc_jb_decision_split.htm&type=5
https://help.salesforce.com/articleView?id=sf.mc_jb_attribute_to_attribute_comparison.htm&type=5

NEW QUESTION: 39

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

Answer: A,D (LEAVE A REPLY)

Explanation

Performing large-scale segmentation in Automation Studio before admitting contacts into Journey Builder can help reduce the amount of contacts admitted into the journey, thereby increasing the performance of the journey.

Creating prefiltered, sendable copies of data extensions for each journey instead of using the same entry source can also help optimize journey performance as it reduces the number of contacts that have to be processed for each journey. This can help with performance as the data extension is already filtered and therefore the journey has to do less work in terms of filtering the participants. For more information, see the Salesforce Certified Marketing Cloud Consultant Exam Study Guide[1] or the Salesforce documentation on Journey Performance[2].

[1] <https://trailhead.salesforce.com/content/learn/certifications/marketing-cloud-consultant/marketing-cloud-cons>

NEW QUESTION: 40

Northern Trail Outfitters is using a triggered send to send customers their order confirmations. Their commerce platform provides a JSON payload for order details.

What should they use to format the JSON within the email?

- A.** SSJS platform function ParseJSON
- B.** TransformJSON() AMPscript Function
- C.** BuildRowSetFromJSON() AMPscript Function
- D.** ParseJSON content block with Content Builder

Answer: C (LEAVE A REPLY)

Explanation

To format the JSON payload from their commerce platform within the email, Northern Trail Outfitters should use the BuildRowSetFromJSON() AMPscript function. The BuildRowSetFromJSON() AMPscript function is a function that allows marketers to parse a JSON string and return a rowset object that can be used to display data within an email

message. The BuildRowSetFromJSON() AMPscript function can handle nested JSON objects and arrays. References:

<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-co>

NEW QUESTION: 41

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 Automation Studio 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 Journey Builder with a random split activity.

Answer: A (LEAVE A REPLY)

Explanation

A random split activity is an automation studio activity that randomly splits a data extension into multiple groups based on percentage or number of records. It can be used to create test groups for different messaging strategies or to segment a large audience into smaller batches for sending. It can handle up to 12 groups and up to 50 million records per group.

References:

https://help.salesforce.com/articleView?id=sf.mc_as_random_split_activity.htm&type=5

NEW QUESTION: 42

Northern Trail Outfitters (NTO) wants to personalize emails and display different content based on customer points. NTO has limited development expertise and chooses to use dynamic content.

What should the consultant consider when building dynamic content rules?

- A.** Create a custom list and add all fields required for personalization.
- B.** Standardize field naming across all sendable data extensions.
- C.** Create a synchronized data extension to keep all fields required for personalization up-to-date
- D.** Build rules before uploading the respective content.

Answer: (SHOW ANSWER)

Explanation

A consideration that should be made when building dynamic content rules is that rules should be built before uploading the respective content. Dynamic content rules are rules that define what content should be displayed based on subscriber attributes or behaviors. Dynamic content rules should be created before uploading content blocks or images into Content Builder, as they cannot be edited after content is uploaded. References:

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.mc_ceb_dynamic_content_rules.htm&type=5)

[id=sf.mc_ceb_dynamic_content_rules.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_ceb_dynamic_content_rules.htm&type=5)

NEW QUESTION: 43

Northern Trail Outfitters is investigating implementing MobileConnect to allow SMS messaging in their UK, Germany, and Swiss subsidiaries. Each subsidiary has its own business unit and they are trying to determine if a single long code could be used for all markets.

What functionality would tie to additional long code Implementation?

- A. Do they need to support UTF-8 characters in their SMS?
- B. Do they need to support different From Names by country?
- C. Do they need to have independent reporting on SMS sends by country?
- D. Do they need to support inbound messages in each country?

Answer: D (LEAVE A REPLY)

Explanation

Supporting inbound messages in each country would require additional long code implementation for MobileConnect. A long code is a standard phone number that can send and receive SMS messages. Each country has its own regulations and requirements for long codes, so a single long code cannot be used for all markets. The other functionalities do not tie to additional long code implementation. References:

https://help.salesforce.com/s/articleView?id=sf.mc_moc_long_codes.htm&type=5

NEW QUESTION: 44

Northern Trail Outfitters wants to send special discount offer to engaged customers on their email list.

What should be resolved prior to generating the audience?

- A. What the offer will be
- B. When to send the email
- C. Who the offer come from
- D. How to determine engagement

Answer: D (LEAVE A REPLY)

Explanation

How to determine engagement should be resolved prior to generating the audience for sending a special discount offer to engaged customers on their email list. Engagement is a measure of how subscribers interact with emails, such as opening, clicking, or converting. Different criteria can be used to define engagement, such as frequency, recency, duration, or channel preference. Determining engagement can help segment the audience and target the most relevant customers for the offer. References:

https://help.salesforce.com/s/articleView?id=sf.mc_es_engagement_split.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_es_engagement_metrics.htm&type=5

NEW QUESTION: 45

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: B,D (LEAVE A REPLY)

Explanation

Two solutions that could pull in the RSS feed at the time of send for Northern Trail Outfitters' weekly email newsletter are:

AMPscript. AMPscript is a scripting language that can be used to retrieve and display dynamic content from external sources, such as RSS feeds, in emails.

External Content. External Content is a feature that allows marketers to create blocks of content from external sources, such as RSS feeds, in Content Builder.

Dynamic Content is not a solution for pulling in RSS feeds, as it is used to display different content based on subscriber attributes or rules. Personalization Strings are not a solution for pulling in RSS feeds, as they are used to display subscriber or account information in emails. References:

<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-co>

[https://help.salesforce.com/s/articleView?](https://help.salesforce.com/s/articleView?id=sf.mc_ceb_external_content_blocks.htm&type=5)

[id=sf.mc_ceb_external_content_blocks.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_ceb_external_content_blocks.htm&type=5)

NEW QUESTION: 46

Northern Trail Outfitters uses separate Marketing Cloud accounts as environments for development, UAT, and production. They want to test all automations and Journeys in each environment prior to launching in production.

Which extension product should be used to speed up the migration of data extensions and Journey Builder configurations between each environment?

- A. Configuration Manager
- B. Change Sets
- C. Deployment Manager
- D. Ant Migration Tool

Answer: C (LEAVE A REPLY)

Explanation

The Deployment Manager extension product can be used to speed up the migration of data extensions and Journey Builder configurations between each environment. The

Deployment Manager allows users to create packages of Marketing Cloud assets and deploy them across different business units or accounts. The Deployment Manager supports data extensions and journeys as well as other assets such as emails, templates, automations, and content blocks. References:

https://help.salesforce.com/s/articleView?id=sf.mc_de_deployment_manager.htm&type=5

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html (161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 47

Northern Trail Outfitters wants to implement a Welcome email. New subscribers signing up on their website should receive the email promptly. They are utilizing Marketing Cloud Connect to connect Sales Cloud and Marketing Cloud.

Which solution should capture the new subscribers?

- A. Smart Capture form on website
- B. Salesforce Triggered Sends
- C. File import to data extension
- D. Batch file dropped to SFTP

Answer: (SHOW ANSWER)

Explanation

To send a welcome email to contacts when a contact record is added as a campaign member to a 'Loyalty Member' campaign in Sales Cloud, Northern Trail Outfitters should use Salesforce Triggered Sends.

Salesforce Triggered Sends are emails that are sent from Marketing Cloud in response to events or changes in Sales Cloud objects, such as contacts or campaign members.

Salesforce Triggered Sends allow marketers to send timely and relevant emails based on Sales Cloud data and actions. References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_salesforce_triggered_sends.htm&type=5

NEW QUESTION: 48

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

Answer: B (LEAVE A REPLY)

Explanation

To create a task on Contact and Lead records for follow up when someone has not opened five emails in a row, a scheduled automation can be used to run a SQL query activity that selects the subscribers who meet this criteria from the _Open data view and inserts them into a data extension. The data extension can then be used as an entry source for a journey that has a task activity to create the task in Sales Cloud. References:

https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_open.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_jb_task_activity.htm&type=5

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. 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 (LEAVE A REPLY)

Explanation

The subscriber key is a unique identifier for each subscriber in Marketing Cloud. It is used to track subscriber preferences, behaviors, and attributes across channels and business units. If the previous send used email address as a subscriber key, it would not match the subscriber key in Sales Cloud, which is usually the contact or lead ID. Therefore, the email opt out status would not be synchronized between Marketing Cloud and Sales Cloud, and the customer could receive an email through MCC even after unsubscribing from the previous send. References: https://help.salesforce.com/articleView?id=sf.mc_co_subscriber_key.htm&type=5

NEW QUESTION: 50

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

Answer: A,D (LEAVE A REPLY)

Explanation

To evaluate if a customer has made a purchase after entering the journey, a Data Relationship or Data Designer is needed to relate the master data extension and the purchase data extension. Then, a Decision Split activity can use Entry Data or Contact Data to check the purchase status. Automation Studio activities are not needed for this process. References:

https://help.salesforce.com/articleView?id=sf.mc_co_data_relationships.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_co_data_designer.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_jb_decision_split.htm&type=5

NEW QUESTION: 51

Northern Trail Outfitters wants to create a query to populate a data extension with email subscribers who belong to a specific publication list.

Which Data View could they use to achieve this?

- A. _ListSubscribers
- B. _Subscribers
- C. _PublicationSubscriber
- D. _EnterpriseAttribute

Answer: A (LEAVE A REPLY)

Explanation

The _ListSubscribers data view contains information about subscribers who belong to a specific list, including publication lists. It can be used to query subscribers based on their list ID, status, and date joined or unsubscribed. References:

https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_listsubscribers.htm&type=5

[id=sf.mc_as_data_view_listsubscribers.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_listsubscribers.htm&type=5)

NEW QUESTION: 52

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

Answer: B (LEAVE A REPLY)

Explanation

To initiate sends when contacts for select accounts are created, Northern Trail Outfitters should use a Salesforce Data Entry Source on the Contact Object. A Salesforce Data Entry Source is a feature that allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as contacts or accounts. Using a Salesforce Data Entry Source on the Contact Object will allow Northern Trail Outfitters to trigger sends when a contact record is created for a specific account. References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

NEW QUESTION: 53

A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would like to pull data on which email addresses receive which emails.

What functionality could be used to accomplish this?

A. Recent Email Send Report

B. Data Views

C. Send Log

D. Tracking Extract

Answer: (SHOW ANSWER)

Explanation

A send log is a data extension that captures information about each email send, such as subscriber key, email name, subject line, and send time. It can also capture custom fields that are populated at send time, such as email address or personalized content. A send log can be used to analyze which email addresses receive which emails and when.

References: https://help.salesforce.com/articleView?id=sf.mc_es_send_logging.htm&type=5

NEW QUESTION: 54

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: B (LEAVE A REPLY)

Explanation

To send an email to one million contacts in Sales Cloud using 10+ fields to segment contacts, Northern Trail Outfitters should send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow. Sending to a Salesforce Report allows marketers to use existing reports in Sales Cloud as target audiences in Marketing Cloud without importing or syncing data. Using Email Studio Send Flow allows marketers to select an audience, an email message, and other options for sending an email campaign.

References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_send_flow.htm&type=5

NEW QUESTION: 55

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

Answer: (SHOW ANSWER)

Explanation

The Contact ID field name should be included in the report in addition to email address when using a Send Flow in Content Builder. The Contact ID is a unique identifier for each contact in Sales Cloud and Marketing Cloud. It is required for sending emails to contacts using a Send Flow. The other field names are not required for this purpose. References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_send_flow.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_co_contact_id.htm&type=5

NEW QUESTION: 56

A customer wants to integrate a new dataset with pre-existing contacts. This data will be updated via separate data feeds from the main contact information.

What data model configuration should be recommended

- A. Create additional attribute fields in the main contact data extension.
- B. A Create a new data extension and link it to the other data extension
- C. Create new Salesforce data and link it to the other data extensions.
- D. Create a new data extension and link it as a new population.

Answer: (SHOW ANSWER)

Explanation

To integrate a new dataset with pre-existing contacts, Northern Trail Outfitters should create a new data extension and link it to the other data extension. A data extension is a table that stores data in Marketing Cloud, such as contact information or purchase history.

Data extensions can be linked by common fields or attributes using Contact Builder or SQL queries. References:

https://help.salesforce.com/s/articleView?id=sf.mc_es_data_extensions.htm&type=5

NEW QUESTION: 57

Northern Trail Outfitters wants to send special discount offer to engaged customers on their email list.

What should be resolved prior to generating the audience?

- A. What the offer will be
- B. When to send the email
- C. Who the offer come from
- D. How to determine engagement

Answer: D (LEAVE A REPLY)

Explanation

To send a special discount offer to engaged customers on their email list, Northern Trail Outfitters should resolve how to determine engagement prior to generating the audience. Engagement is a measure of how customers interact with emails, such as opens, clicks, or conversions. Different criteria and thresholds can be used to define engagement, such as recency, frequency, or duration of interactions. Determining engagement will help Northern Trail Outfitters segment their audience and target their offer more effectively.

What the offer will be, when to send the email, and who the offer come from are important factors for designing and delivering the email, but they are not relevant for generating the audience based on engagement.

References: https://help.salesforce.com/s/articleView?id=sf.mc_es_engagement_split.htm&type=5

NEW QUESTION: 58

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

Answer: D (LEAVE A REPLY)

Explanation

To manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder, Northern Trail Outfitters should use a Salesforce Campaign. A Salesforce Campaign is an object in Sales Cloud that allows marketers to group leads or contacts for a specific marketing initiative, such as an email campaign. A

Salesforce Campaign can be used as a target audience in Marketing Cloud using the Send Flow in Content Builder. References:

https://help.salesforce.com/s/articleView?id=sf.campaigns_overview.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_co_send_flow.htm&type=5

NEW QUESTION: 59

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud. Which method should they use to send the email from Marketing Cloud?

- A.** Create a scheduled Automation with a Query Activity and a Send Email Activity
- B.** Use Content Builder Send Flow to send the email to the Salesforce Campaign
- C.** Create a Journey with a Salesforce Campaign entry source and an Email Activity
- D.** Create a Journey with a Salesforce Data entry source and an Email Activity

Answer: ([SHOW ANSWER](#))

Explanation

To send a welcome email to contacts when a contact record is added as a campaign member to a 'Loyalty Member' campaign in Sales Cloud, Northern Trail Outfitters should create a journey with a Salesforce Data entry source and an email activity. A Salesforce Data entry source allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as campaign members. An email activity allows marketers to send an email message to contacts in a journey. References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_jb_email.htm&type=5

NEW QUESTION: 60

A customer wants to use Sales Cloud as a system of record for email messages sent from Marketing Cloud; however, the customer only sends from custom objects and cannot use the Contact ID or Lead ID as the Contact Key in Marketing Cloud.

What is the implication of this data model when using Marketing Cloud Connect?

- A.** The customer will be unable to use synchronized data extensions.
- B.** Email Sends will fail if the Contact ID or Lead ID is not included.
- C.** Tracking Data will not be returned to the Sales Cloud email recipient.
- D.** The customer will be able to use Reports and Campaigns as audiences.

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

NEW QUESTION: 61

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. SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File

C. Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File

D. Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type

Answer: C (LEAVE A REPLY)

Explanation

To capture and categorize email Not Sent events and insert them into a data extension using Automation Studio, Northern Trail Outfitters should use the following order of activities:

Data Extract with the Tracking Extract type. This activity will extract tracking data, such as Not Sent events, from Marketing Cloud and place a zipped file in the Safehouse.

File Transfer from Safehouse. This activity will move the zipped file from the Safehouse to an Enhanced FTP location.

File Transfer unzip. This activity will unzip the file and place it in an Enhanced FTP location.

Import File. This activity will import the file into a data extension.

Data Extension Extract is not a valid extract type for tracking data. SQL Query is not an activity that can insert data into a data extension from a file. Data Factory Utility is not a valid activity in Automation Studio.

References: https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_file_transfer_activity.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_import_file_activity.htm&type=5

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html (161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 62

Northern Trail Outfitters uses a Salesforce Data Entry Source in their Journey that injects Salesforce Order when they are either create update with a status of New, Currently

Knitting, Shipped, and Complete. Their Journey works when orders are created, but they noticed it does not inject customers when their status is updated.

What could be causing this?

- A. Orders should be set up to allow injection upon update in Connect Configuration
- B. The associated Contact should be updated to be injected.
- C. Synchronized Data Sources poll changes every 15 minutes at the quickest.
- D. Orders are not being updated from not meeting criteria to meeting criteria

Answer: D (LEAVE A REPLY)

Explanation

The reason why the Journey does not inject customers when their order status is updated is that orders are not being updated from not meeting criteria to meeting criteria. A Salesforce Data Entry Source only injects records into a journey when they change from not meeting the entry criteria to meeting the entry criteria. For example, if the entry criteria is order status equals New, then only orders that change from a different status to New will be injected into the journey. Orders that are created with a status of New or change from New to another status will not be injected into the journey. References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

NEW QUESTION: 63

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

Answer: C (LEAVE A REPLY)

Explanation

To export a data file to its SFTP containing all subscribers who did not receive their intended email in the last

24 hours, Northern Trail Outfitters should use a Data Extract Activity in their automation. A Data Extract Activity is an activity that allows marketers to extract data from Marketing Cloud and place it in a file on an Enhanced FTP location or an external SFTP location. The Data Extract Activity can use different extract types, such as Tracking Extract or Data Extension Extract, to export different types of data. References:

https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm&type=5

NEW QUESTION: 64

Northern Trail Outfitters (NTO) imports a file daily into Marketing Cloud of customers who have bought a tent from their website. They want to set up month-long welcome Journey

which sends emails specific to the purchase such as the type of tent, they average accessories for the tent, and care of the tent at different points throughout the Journey. NTO also reorganizes that due to their .. princes, they have had customers purchase more than one tent within a month.

What type of data should be used in the Decision Splits in their Journey to make sure the choices reflect the correct tent?

- A. Journey Data
- B. Salesforce Data
- C. Contact Data
- D. Entry Data

Answer: D (LEAVE A REPLY)

Explanation

To make sure the decision splits reflect the correct tent for each customer, Northern Trail Outfitters should use Entry Data as the type of data in the decision splits. Entry Data is the data that is captured at the time of entry into a journey and remains static throughout the journey. Entry Data can include data from data extensions, Salesforce objects, or API events. Using Entry Data will ensure that the decision splits are based on the tent that each customer bought at the time of entry, and not affected by any subsequent purchases or data changes.

References: https://help.salesforce.com/s/articleView?id=sf.mc_jb_entry_data.htm&type=5

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html (161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)