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Question 1

Northern Trail Outfitters has recently configured MobileConnect and wants to perform single send-outs from within MobileConnect using data extensions that contain automatically refreshed segments.

Which two fields would need to be added to enable these data extensions for sending? (Choose 2 answers)

Options:

A- A field of Locale type containing the country code

B- A field of Text type containing the country code plus mobile number

C- A field of Locale type containing the locale code

D- A field of Phone type containing the mobile number

Answer:

C, D

Question 2

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

How should they accomplish this task?

Options:

A- Create and populate profile attributes for each of the 10 data extension fields and schedule a send with high priority.

B- Enable Send Throttling on high to ensure the speed Is increased to process the email as fast as possible.

C- Use the Lookup AMPscript function in the email to pull the fields from the data extensions for each subscriber.

D- Create and send to a sendable data extension containing those needed fields using a query activity.

Answer:

C

Question 3

Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference. When Contact reply to SMS message, the response message will be inserted into a data extension using AMPscript.

Which two MobileConnect templates should be used to send the SMS message and capture the responses?

Options:

A- Text Response

B- Info Capture

C- Outbound

D- Data Capture

Answer:

A, B

Question 4

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

Options:

A- Dynamic Content

B- AMPscript

C- Personalization Strings

D- External Content

Answer:

C, D

Question 5

Question Type: **MultipleChoice**

A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.

How should a consultant begin troubleshooting the connection?

Options:

A- Create and send an email in Email Studio to test the connection and validate tracking.

B- Validate Marketing Cloud and Sales Cloud users have access to the business unit.

C- Create new Marketing Cloud and Sales Cloud users and perform a new installation.

D- Validate Marketing Cloud and Sales Cloud permissions for the connecting users.

Answer:

D

Question 6

Question Type: MultipleChoice

A customer wants to reports on 'Not Sent' contacts in Journey Builder.

Which method should be used?

Options:

A- Use the standard report 'Subscribers Not Sent to'.

B- Use an automation with Tracking Extract.

C- Create an Analytics Builder Discover report.

D- Query the _sent Data View for the contact's send status.

Answer:

B

Question 7

Question Type: **MultipleChoice**

Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for social advertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time via API. They want to configure their customer data for long-term cleanliness and maintainability.

Which two best practices should be utilized? (Choose 2 answers)

Options:

A- Configure Contact Builder to automatically generate a unique subscriber key.

B- Define the subscriber key as a unique value that does not relate to a specific channel.

C- Regularly merge duplicate contacts to keep tracking data accurately.

D- When using an external database of record, utilize that system's identifier as the contact key.

Answer:

B, D

Question 8

Question Type: MultipleChoice

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?

Options:

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:

C

Question 9

Question Type: **MultipleChoice**

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?

Options:

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:

C

Question 10

Question Type: **MultipleChoice**

Northern Trail Outfitters injects customers into journey B based upon email engagement in journey A.

Which method would facilitate this solution?

Options:

A- In journey A, engagement split afteremail send. In Automation studio, query JourneyActivity data new for the Engagement split result Boolean field, Use result Data

B- In Automation Studio, query activity engagement on Journey System data view for email send to journey A; Use result data extension for journey B Subjects.

C- In Automation Studio, use verification activity to verify engagement on email in journey A' Query engagement data extension for journey B Subjects.

D- In journey A engagement split followed by Contact Activity to Boolean on an engagement data extension; Query engagement data extension injections.

Answer:

D

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