



Free Questions for Marketing-Cloud-Consultant by dumpshq

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Question 1

Question Type: MultipleChoice

ABC Company wants to automate the sending of shipping notices and a customer survey.

- * Shipping notices will be sent once a day.
- * The shipping file will be placed on the FTP some time after 4:00 p.m.
- * The shipping data will be sorted in the Shipping Notice data extension.
- * A field in the data extension will contain the shipping date.
- * The survey needs to be sent at 9:00 a.m., exactly 10 days after the customer's order ships.

Which workflow would most effectively enable ABC Company to do this?

Options:

- A-** Automation 1: Triggered Import File -> Filter -> Send Email -> Wait-> Filter -> Send Email
- B-** Automation 1: Scheduled to run daily at 7:00 PM Import File -> Filter -> Send Email -> Wait -> Filter-> Send Email
- C-** Automation 1: Scheduled to run daily at 7:00 PM Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email

D- Automation 1: Triggered Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email

Answer:

A

Explanation:

If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex; a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation.

Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file is encrypted.

Question 2

Question Type: MultipleChoice

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?

Options:

- 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

Question 3

Question Type: MultipleChoice

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

Which feature should they use?

Options:

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

Answer:

B

Question 4

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 5

Question Type: MultipleChoice

Northern Trail Outfitters is sending email messages using Marketing Cloud Connect through the Sales Cloud user interface. All of their sends initiated from Sales Cloud have a status of failed.

What should the consultant do to diagnose the issue?

Options:

- A-** Initiate a log to troubleshoot package-related API calls.
- B-** Change the connection option to Scope by User.
- C-** Ensure the System User is assigned the Standard User Profile.
- D-** Manually clear the OAuth token to refresh the connection.

Answer:

A

Question 6

Question Type: MultipleChoice

A customer wants to create a mobile app that requires users to log in or register before accessing their dat

a. Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

Options:

- A-** All mobile app users will create additional Contacts in Marketing Cloud.
- B-** User device data is unavailable in Contact Builder for up to 24 hours.
- C-** Existing users will create additional Contacts in Marketing Cloud.
- D-** Newly registered users will create additional Contacts in Marketing Cloud.

Answer:

D

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters wants to integrate Marketing Cloud with its existing point-of-sale system in order to send an email purchase receipt to its customers. The point-of-sale data will need to be transformed to be received by the Marketing Cloud triggered send API.

What extension product should be used to accomplish this integration?

Options:

- A- MuleSoft Anypoint Platform
- B- Datorama
- C- Data Connector
- D- Data Studio

Answer:

A

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters wants a simple segmentation strategy for identifying subscribers for their emails.

What solution should they use?

Options:

- A-** Relational data extensions with primary keys to match subscribers with their data
- B-** List model and Groups in Single Send Journeys
- C-** Attribute group in Contact Builder for segmentation
- D-** Data Extension Entry Source in Journey Builder with a filter

Answer:

B

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters wants to target all customer who have registered to receive Push Notifications. Their app uses the Mobile Push multiple with Mobile Push SDK.

In which two ways should this segment be created?

Options:

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

Answer:

C

Question 10

Question Type: MultipleChoice

Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications. Their app uses the Mobile Push SDK.

In which two ways should this segment be created?

Options:

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

Answer:

A

Question 11

Question Type: MultipleChoice

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?

Options:

- 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:

B

Question 12

Question Type: MultipleChoice

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?

Options:

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

Answer:

A, D

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