Question 1

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

Which two considerations should be made?

Choose 2 answers

Options:

A- They may utilize an external FTP site.

B- The directory Is unable to be used by another File Drop Automation.

C- The directory used by the file trigger should be inside the import directory.

D- The directory cannot contain more than five file triggers.

Answer:

B, C

Question 2

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?

Options:

A- Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow

B- Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send

C- Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event

D- Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow

Answer:

A

Question 3

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

How Should they configure these data sources?

Options:

A- Share data extensions from the top-level BU.

B- Create a local copy of the product data in each BU.

C- Use the File Transfer Activity to import data into each BU.

D- Give users the Administrator Role so they can see all of the data.

Answer:

A

Question 4

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

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

Options:

A- Implement two separate Marketing Cloud instances.

B- Ensure test sends are done from data extensions with attribute 'Is Testing1.

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

D- Use Subscriber Filter per business unit to filter production from test data.

Answer:

A

Question 5

Question Type: **MultipleChoice**

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?

Options:

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:

B

Question 6

Question Type: **MultipleChoice**

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?

Question 7

Northern Trail Outfitters (NTO) is saving each Email Address in its SendLog which is quickly increasing in size. NTO's marketers want to pull data from the SendLog for troubleshooting based on email address when a subscriber either does not receive an email or receives the wrong email.

Which design should the consultant recommend to perform their analysis?

Options:

A- Set up and pull data from a SendLog Archive Data Extension.

B- Filter data using a Filter Activity on SendLog Data Extension.

C- Set up and pull data from _Sent and .Subscriber Data Views.

D- Set up and pull data from Tracking Extracts in Automation Studio.

Answer:

C

Question 8

Question Type: **MultipleChoice**

Northern Trail Outfitters (NTO) plans on sending SMS and push notifications together with emails as part of a new customer onboarding journey.

What should a consultant recommend as a unique identifier for each subscriber?

Options:

A- A common field like Physical Address for Contact Key.

B- A number field such as subscriber's phone number for Contact Key.

C- An email address for Contact Key.

D- A GUID or another generated ID for Contact Key.

Answer:

B