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Question 1

Question Type: MultipleChoice

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

Question Type: MultipleChoice

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

Question Type: MultipleChoice

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

Question Type: MultipleChoice

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

Options:

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

Answer:

C

Question 5

Question Type: MultipleChoice

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 6

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 7

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

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