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# Question 1

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**Question Type:** MultipleChoice

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Northern Trail Outfitters (NTO) is launching a new campaign that will collect subscriber information to better target and segment its marketing communications. NTO wants to target users of its app and social platforms who have not engaged with previous emails in the campaign. If the subscriber opens or clicks after three messages, they will be removed from the campaign.

Which solution should the consultant implement?

## Options:

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- A- A File Drop Automation with User-Initiated Send Definitions
- B- User-Initiated Send Definitions with Filtered Data Extensions
- C- A Multi-Step Automation with User-Initiated Send Definitions
- D- A Multi-Step journey with Data Extension/Automation entry source

## Answer:

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D

## Explanation:

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The best solution for NTO's campaign is to use a Multi-Step journey with a Data Extension/Automation entry source. This setup allows for the segmentation and targeting of the specific subscribers as per the campaign requirements. Subscribers who have not engaged with previous emails can be identified and targeted. The journey can be configured to monitor open or click activities, and if a subscriber interacts after three messages, they can be automatically removed from the campaign. This approach provides a dynamic and automated way to manage the campaign's lifecycle based on subscriber behavior. Reference: Salesforce Journey Builder documentation, Data Extension and Automation Studio in Marketing Cloud

## Question 2

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**Question Type: MultipleChoice**

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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:**

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**A-** Use a vote/survey message template to capture the response.

- B-** Use an outbound message template with embedded AMPscript to capture the response,
- C-** Use a text-response message template with embedded AMPscript to capture the response,
- D-** Use an info capture message template to capture the response.

**Answer:**

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C

**Explanation:**

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To capture open-ended feedback via SMS and write it to a data extension, using a text-response message template with embedded AMPscript is the most suitable approach. This method allows for the dynamic handling and processing of the incoming SMS responses. The AMPscript can be programmed to parse the response and write the collected data to a specified data extension, making it an effective way to capture and store open-ended feedback. Reference: Salesforce MobileConnect documentation, AMPscript in MobileConnect

## Question 3

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**Question Type:** MultipleChoice

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A customer wants to import the previous 10 years of customer purchase data in 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

### Options:

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

### Answer:

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A, C

### Explanation:

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The key questions to ask in this scenario are about the necessity of importing such a vast amount of historical data and whether the customer's license includes the Large Data Extensions feature. Understanding the customer's need for 10 years of historical data helps

assess the relevance and potential performance implications for the Marketing Cloud environment. Additionally, knowing if the customer has the Large Data Extensions feature is crucial as it affects the capability to handle the significant volume of records efficiently.

Reference: Salesforce Marketing Cloud Data Management documentation, Large Data Extensions feature specifications

## Question 4

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**Question Type:** MultipleChoice

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Nerthern Trail Outfitters' account is configured with Multi-Org to leverage two Salesforce CRM accounts. In the Cloud Kicks business unit they want to disconnect the sandbox instance and connect the production instance.

What additional configuration changes could be made to avoid any disruption of functionality?

### Options:

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- A-** Configure Multi-Org settings to account for both production instances in Setup.
- B-** Manually remove existing user mappings, attribute mappings, and tracking subscriptions.
- C-** Rename and delete sandbox synchronized data extensions before connecting.
- D-** Update query activities that reference the new synchronized data extensions.

## Answer:

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A

## Explanation:

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When dealing with a Multi-Org configuration, it's essential to correctly configure the settings in Setup to account for the multiple Salesforce CRM instances that Marketing Cloud will integrate with. In this scenario, configuring the Multi-Org settings to recognize both the existing and the new production instances is crucial to ensure seamless functionality. This setup allows Marketing Cloud to interact correctly with both CRM instances, minimizing any potential disruptions in data synchronization and marketing operations. Reference: Salesforce Multi-Org Configuration documentation

## Question 5

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### Question Type: MultipleChoice

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A service team manages their field technicians in Salesforce CRM connected to Marketing Cloud. Once an appointment with a contact is scheduled for the technician through CRM, the notification message should be sent to the contact informing them about the scheduled visit date. When the notification is sent the

"Confirmation sent" checkbox on the appointment record should be updated in CRM.

All appointments scheduled on a given day will have their status updated in CRM at the end of business hours. The Appointment object does not have a direct relationship with the contact.

What solution would a consultant recommend to address this use case?

### Options:

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- A-** Configure journey with Salesforce Data entry source; use Journey Builder activities to send notification and update CRM records.
- B-** Configure journey with API Event entry source, Process Builder to trigger event; use Journey Builder activities to send notification and update CRM records.
- C-** Configure journey with Data Extension entry source; use Automation Studio activities to refresh the audience and Journey Builder activities to send notification and update CRM records.
- D-** Configure Salesforce Send with Salesforce data extension, using Automation Studio activities to refresh the audience; send notification and SSJS activity to update CRM records.

### Answer:

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A



## **Explanation:**

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The correct solution for this scenario involves utilizing Journey Builder with a Salesforce Data entry source. This setup allows the journey to be triggered by data changes in Salesforce CRM, such as the scheduling of an appointment. Once the journey is initiated, Journey Builder activities can be employed to send the necessary notification message to the contact. Additionally, the journey can include activities that update the CRM records, marking the 'Confirmation sent' checkbox as true. This process ensures that all changes in CRM, including the creation or modification of appointment records, can initiate the journey and perform the required actions in both Marketing Cloud and Salesforce CRM. Reference: Salesforce Journey Builder documentation, Salesforce CRM and Marketing Cloud Integration

## **Question 6**

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### **Question Type: MultipleChoice**

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Northern Trail Outfitter wants to integrate Marketing Cloud with its existing point-of-sale system in order to email purchase receipts 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:**

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

**Answer:**

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C

**Explanation:**

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To integrate Marketing Cloud with their existing point-of-sale system in order to email purchase receipts to their customers, Northern Trail Outfitters should use MuleSoft Anypoint Platform. MuleSoft Anypoint Platform is a tool that allows marketers to connect and integrate different systems and applications using APIs and connectors. MuleSoft Anypoint Platform can help transform and map data between different formats and protocols, such as JSON and SOAP.

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