



**Free Questions for Marketing-Cloud-Consultant by
dumpsheet**

Shared by Matthews on 07-06-2022

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Question 1

Question Type: MultipleChoice

North Trail Outfitters (NTO) 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 sometime after 4:00 p.m.

*The shipping data will be stored in the shipping Notice data extension.

*A field in the data extension will contain the shipping data.

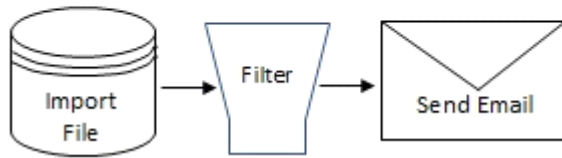
*The survey needs to be sent at 9:00 a.m., exactly 10 days after the customers order ships.

Which workflow would most effectively enable NTO to do this?

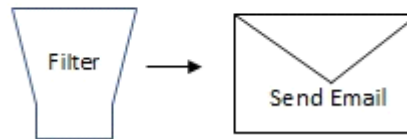
Options:

A) Option

Automation 1: Triggered

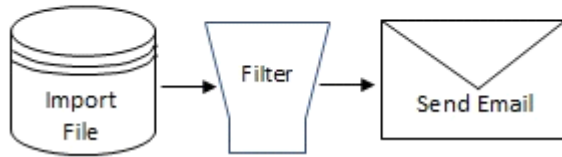


Automation 2: Scheduled to run
daily at 9:00 AM

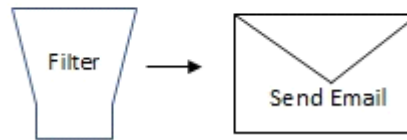


B) Option

Automation 1: Triggered

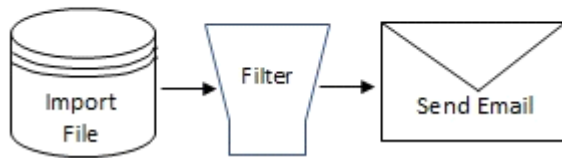


Automation 2: Scheduled to run
daily at 9:00 AM

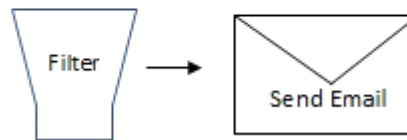


C) Option

Automation 1: Triggered

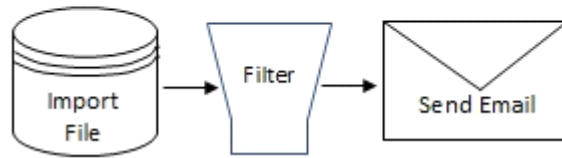


Automation 2: Scheduled to run
daily at 9:00 AM

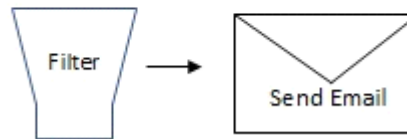


D) Option

Automation 1: Triggered



Automation 2: Scheduled to run
daily at 9:00 AM



Answer:

A

Question 2

Question Type: MultipleChoice

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

Which method would facilitate this solution?

Options:

A) In journey A, engagement split after email 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

Question 3

Question Type: MultipleChoice

N scope of customer information they can see in an effort to establish more effective 1:1 relationships. NTO has a separate instance of Salesforce Sales Cloud that serves as their current customer master database.

What action should be taken when using Contact Builder? Choose 2 answers

Options:

- A) Conduct manual imports of customer information from Sales Cloud.
- B) Create a data extension to incorporate the imported data from a Salesforce Dashboard.
- C) Combine each individual's channel contact information under one record.
- D) Use Marketing Cloud Connect to include data from Sales Cloud.

Answer:

C, D

Question 4

Question Type: MultipleChoice

North Trail Outfitters (NTO) wants to automate the sending of shipping notices and a customer survey.

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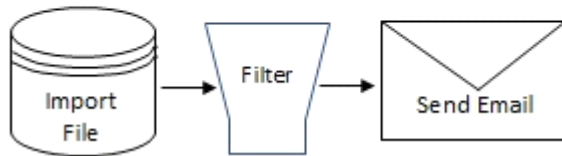
*The survey needs to be sent at 9:00 a.m., exactly 10 days after the customers order ships.

Which workflow would most effectively enable NTO to do this?

Options:

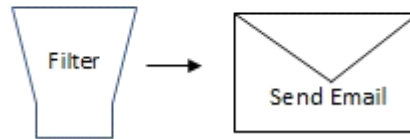
A) Option

Automation 1: Triggered



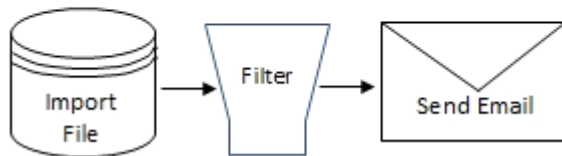
Automation 2: Scheduled to run

daily at 9:00 AM



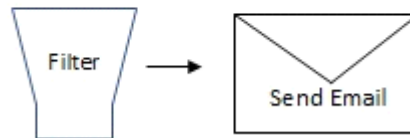
B) Option

Automation 1: Triggered



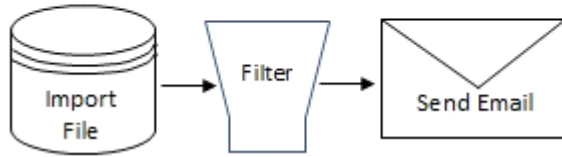
Automation 2: Scheduled to run

daily at 9:00 AM

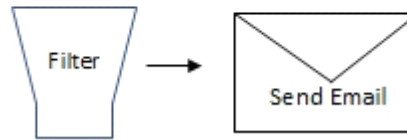


C) Option

Automation 1: Triggered

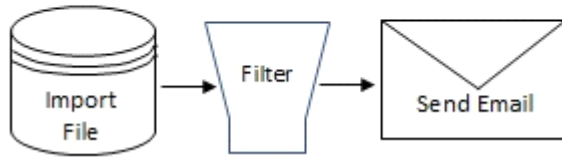


Automation 2: Scheduled to run
daily at 9:00 AM

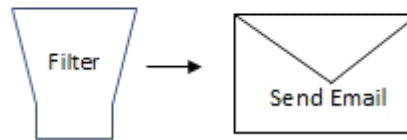


D) Option

Automation 1: Triggered



Automation 2: Scheduled to run
daily at 9:00 AM



Answer:

A

Question 5

Question Type: MultipleChoice

N scope of customer information they can see in an effort to establish more effective 1:1 relationships. NTO has a separate instance of Salesforce Sales Cloud that serves as their current customer master database.

What action should be taken when using Contact Builder? Choose 2 answers

Options:

- A) Conduct manual imports of customer information from Sales Cloud.
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- C) Combine each individual's channel contact information under one record.
- D) Use Marketing Cloud Connect to include data from Sales Cloud.

Answer:

C, D

Question 6

Question Type: MultipleChoice

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

Which method would facilitate this solution?

Options:

- A)** In journey A, engagement split after email 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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