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QUESTION 1

A customer needs to import data from an SFTP site. The customer wants to:

Segment the contents of the file and then send emails. Transfer the file to the SFTP site at various times daily. Send to data extensions.

What sequence of automation activities should meet these requirements?

- A. Scheduled: Import File > SQL Query(s) > Send Email(s)
- B. Scheduled: Transfer File > Import File > SQL Query(s) > Send Email(s)
- C. File Drop: Import File > SQL Query(s) > Send Email(s)
- D. File Drop: Import File > Group Refresh > Send Email(s)

Correct Answer: C

QUESTION 2

Northern Trail Outfitters (NTO) has doubled in size over the last couple of years. Because of this growth they have decided to organize their company into Business Units to better manage operations.

Which statement is correct regarding the Business Unit functionality within Marketing Cloud?

Choose 2 answers

- A. Business Units can have more than one parent Business Unit.
- B. Subscribers can only appear in one Business Unit.
- C. Business Units can mirror an organization's operational structure.
- D. Business Units can share information with other Business Units.

Correct Answer: CD

QUESTION 3

A customer wants to create a loyalty program by identifying all subscribers who clicked on a link within any email sent within the last six months.

What should be recommended?

- A. Create and execute a Data Filter on the _Click data view.
- B. Create and execute a Subscriber Engagement report.

- C. Create and execute a SQL Query against the _Click data view.
- D. Create and execute a Tracking Extract.

Correct Answer: C

QUESTION 4

A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.

What should a consultant recommend to meet this criteria?

- A. Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.
- B. Create a Journey and use Salesforce Data and the Reports object as the Entry Source.
- C. Sync all custom objects to Marketing Cloud and recreate the reports for sending.
- D. Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.

Correct Answer: A

QUESTION 5

Northern Trail Outfitters is using a triggered send to send customers their order confirmations. Their commerce platform provides a JSON payload for order details. What would they use to format the JSON within the email?

- A. TransformJSON() AMPscript Function
- B. ParseJSON content block within Content Builder
- C. BuildRowSetFromJSON() AMPscript Function
- D. SSJS platform function ParseJSON

Correct Answer: D

Reference: <https://salesforce.stackexchange.com/questions/34945/can-ampscript-parse-json>

QUESTION 6

Northern Trail Outfitters assigns a 15-digit integer as their Order ID which will be used as the primary key of a data extension. The import file contains leading zeros, but they will NOT be included in the final values.

Which data type should they use for the Order ID field?

- A. Number

B. Text (15)

C. Decimal (15,0)

D. Decimal (15,2)

Correct Answer: C

The order ID field is conducive because it places all of the items that the customers want under one order. You can imagine how problematic it would be if the rules would be set in different areas. It will be harder for the company to track the orders of each customer. This may lead to people receiving items that they did not order or not getting any of the things that they have ordered at all. The order ID field will make everything more organized and correct. The fewer mistakes that the company makes in processing orders, the happier the customers will be with their shopping experience.

QUESTION 7

An online retailer would like to utilize Journey Builder interactions for sending post-purchase communications to their customers.

What Contact Entry mode best fits this scenario?

A. No re-entry

B. Re-entry anytime

C. Re-entry only after existing

D. Re-entry after time

Correct Answer: C

QUESTION 8

Northern Trail Outfitters is looking to personalize their SMS Messages.

Which data source is supported to personalize messages?

A. Population in Contact Builder

B. MobileConnect Demographics

C. Data Designer Attribute Group

D. Profile Attributes.

Correct Answer: B

QUESTION 9

A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would like to pull data on which email addresses receive which emails.

What functionality could be used to accomplish this?

- A. Recent Email Send Report
- B. Data Views
- C. Send Log
- D. Tracking Extract

Correct Answer: C

QUESTION 10

The customer has these requirements for storing engagement data in their data warehouse:

1.
All email open and click activity must be pulled daily from the Marketing Cloud.
 2.
Output files must meet the specific requirements for the data warehouse.
 3.
All the activity must be provided via FTP in one file. Which automation workflow meets the customer requirements?
- A. Report activity that generates Recent Send Summary report > Report delivered directly to FTP
 - B. Extract activity of Tracking Extracts that combines data into required file > Transfer activity
 - C. Query activity to pull data view information > Extract activity of data extension > Transfer activity
 - D. Extract activity of data view tables > Query activity to create the required file > Transfer activity

Correct Answer: C

QUESTION 11

Northern Trail Outfitters is growing and acquiring other organizations, each with its own instance of Sales Cloud. They are debating whether to upgrade Marketing Cloud Connect to Multi-Org.

What consideration could be provided to help with the decision?

- A. Shared Salesforce Data Extensions will be enabled in up to 5 business units.
- B. Custom profile and subscription centers will not be required.

- C. Once an account is upgraded to Multi-Org, it cannot be turned off.
- D. Existing accounts cannot be upgraded to Multi-Org.

Correct Answer: C

QUESTION 12

A customer has an eCommerce site and Imports data into three data extensions daily; \\Orders\\, \\Order_Details\\ and \\Products\\ the data extension contains the following information:

1.

Orders: OrderId, CustomerId, OrderNumber, OrderDate, OrderTotal, GrandTotal

2.

Order_Details: ProductId, OrderId, Qty, UnitPrice, ExtendedPrice, Discount

3.

Products: ProductId, SKU, Name, Description, Cost, Price

What two actions should be taken in Data Designer?

- A. Create a one-to-one relationship between Orders and order_Details
- B. Create a one-to-one relationship between the contact record and Order_Details
- C. Create a one-to-one relationship between Order_Details and Products
- D. Create a one-to-many relationship between Orders and Order_Details

Correct Answer: BC

QUESTION 13

A customer wants to automate the send of a monthly promotional email. The customer will upload an audience file to their account\\'s Enhanced FTP on a monthly basis on the 15th day of each month, expecting the email to be deployed upon completion of the import activity. However, if the 15th of the month falls on a Saturday or Sunday, the customer will provide the file on the Friday prior to the 15th and expect the promotional email to be sent on that Friday.

Given the customer\\'s requirements, which method should be used to automate their monthly promotional email?

- A. Create a triggered automation that includes an import activity and triggered send.
- B. Create a scheduled daily automation that includes an import activity and user-initiated send.
- C. Create a scheduled monthly automation that includes an import activity and triggered send.
- D. Create a triggered automation that includes an import activity and user-initiated send.

Correct Answer: D

QUESTION 14

Northern Trail Outfitters received a complaint today from a customer who received an email after unsubscribing last week. Today's email was sent using Marketing Cloud Connect (MCC), though last week was sent when an external system dropped a file on the Marketing Cloud SFTP and triggered a User-Initiated Send through an automation.

What could be the reason the customer received the email through MCC?

- A. The previous send's user needed to have edit permissions in Salesforce,
- B. Email Opt Out is only updated if the send originates in Salesforce.
- C. The previous send used Email Address as a Subscriber Key.
- D. The Email Opt Out field needs to be added to the Contact Page Layout.

Correct Answer: C

QUESTION 15

Northern Trail Outfitters (NTO) is the holding company of three subsidiaries: Universal Containers, Ursa Major Solar, and Cloud Kicks. NTO recently purchased Marketing Cloud and has asked its consultant to recommend a scalable business unit (BU) hierarchy. They don't plan on executing any marketing campaigns on behalf of the NTO holding company, but NTO employees would like access to all subscribers and aggregate reporting. Additionally, each subsidiary business will be regularly running campaigns and should have their own branding, content, and subscribers.

Which solution should the consultant recommend?

- A. One parent BU and two child BUs with their own Sender Authentication Packages.
- B. One parent BU with three additional private domains.
- C. One parent BU and one child BU
- D. One parent BU and three child BUs with their own Sender Authentication Packages.

Correct Answer: D

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