Free Questions for Field-Service-Consultant by ebraindumps

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Question 1

A B2B customer notlcts they have a largt numbtr of subscribers marked as 'Held'. During troubleshooting, they realize these were soft bounces from overwhelming the email servers of many of the small companies with which they do business.

What step(s) should the customer take to move those subscribers back to 'Active'?

Options:

A) Extract subscribers who have a status of 'Held', then Import subscribers as 'Active'.

B) Use a SQL query to change all subscribers with a status of 'Held' to Active' In All Subscribers.

C) Subscribers with a status of 'Held' should be re-enabled by contacting support.

D) Use Contact Builder to mass update all 'Held' subscribers to 'Active' status.

Answer:

A

Question 2

A new Marketing Cloud (MC) customer wants to now implement a Salts Cloud instance to go along with their MC Instance. The MC instance has been live for a year now, where the primary key for records has been the Email Address.

Which two options would prevent the customer from duplicating records?

Choose 2 answers

Options:

A) Upload CSV with Migrated Subscriber Keys to All Subscribers.

B) Get existing records updated with new Keys sourced from Sales Cloud instance.

C) Purge the current records and carry on with new keys sourced from Sales Cloud.

D) Continue as normal, as Marketing Cloud contact Models will dedupe keys by Email Address.

Answer:

B, C

Question 3

Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome Journey.

Which data setup should thty use for decision splits?

Options:

A) Journey Data queried from main data extension

B) Contact Data using Synchronized Data Sources

C) Journey Data using CRM Report Import Activity to Salesforce Data Extension

D) Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes

Answer:

B

Question 4

Question Type: **MultipleChoice**

Northern 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:

A) Rename and delete sandbox synchronized data extensions before connecting.

B) A Update query activities that reference the new synchronized data extensions.

C) Manually remove existing user mappings, attribute mappings, and tracking subscriptions.

D) Configure Multi-Org settings to account for two production instances in Setup.

Answer:

B

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to reques event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use7

Options:

A) Existing Email Event Notification Subscription

B) CloudPages opt in to Event Journey

C) Keyword opt in and SMS Messaging

D) Smart Capture and Triggered email messaging

Answer:

C

Question 6

Question Type: **MultipleChoice**

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to solicit customer service feedback. If a customer Indicates they are unhappy with the service they have received, NTO wants a new case to be created in Service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

Options:

A) Use Automation Studio to capture positive or negative responses, and a Case Activity to create a new case In Service Cloud.

B) Use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case In Service Cloud.

C) Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud.

D) Use an AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud.

Answer:

B

Question 7

Question Type: MultipleChoice

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response?

Choose 2 answers

Options:

A) Responses are not sent within 24 hours of the outbound message.

B) Response contained 'stop' in the message content.

C) Responses are not sent within the Conversation Window.

D) Next keyword was not specified on the outbound message.

Answer:

A, D

Question 8

Question Type: **MultipleChoice**

Northern Trail Outfitters (NTO) imports a file daily into Marketing Cloud of customers who have bought a tent from their website that day. They want to set up a month-long welcome Journey which sends emails specific to the purchase such as the type of tent, the available accessories for the tent, and care of the tent at different points throughout the Journey. NTO also recognizes that due to their competitive prices, they have had customers purchase more than one tent within a month.

What type of data should be used in the Decision Splits in their Journey to make sure the choices reflect the correct tent?

Options:

A) Journey Data

B) Entry Data

C) Contact Data

D) Salesforce Data

Answer:

A

Question 9

Question Type: **MultipleChoice**

Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP). They send roughly 300,000 emails a month.

What should they be aware of with respect to sender reputation?

Options:

A) They should have one dedicated IP address for every 100,000 messages sent per month.

B) They should request a shared IP since their volume Is under 500,000 messages per month.

C) They should send at least 100,000 messages per month to maintain their sender reputation.

D) They should have one SAP for transactional sends and another for commercial sends.

Answer:
C