



Free Questions for Marketing-Cloud-Consultant by
vceexamstest

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) imports a file daily into Marketing Cloud of customers who have bought a tent from their website. They want to set up month-long welcome Journey which sends emails specific to the purchase such as the type of tent, they average accessories for the tent, and care of the tent at different points throughout the Journey. NTO also reorganizes that due to their .. 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- Salesforce Data
- C- Contact Data
- D- Entry Data

Answer:

D

Explanation:

To make sure the decision splits reflect the correct tent for each customer, Northern Trail Outfitters should use Entry Data as the type of data in the decision splits. Entry Data is the data that is captured at the time of entry into a journey and remains static throughout the journey. Entry Data can include data from data extensions, Salesforce objects, or API events. Using Entry Data will ensure that the decision splits are based on the tent that each customer bought at the time of entry, and not affected by any subsequent purchases or data changes. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_entry_data.htm&type=5

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters uses a Salesforce Data Entry Source in their Journey that injects Salesforce Order when they are either create update with a status of New, Currently Knitting, Shipped, and Complete. Their Journey works when orders are created, but they noticed it does not injected customers when their status is updated.

What could be causing this?

Options:

- A- Orders should be set up to allow injection upon update in Connect Configuration
- B- The associated Contact should be updated to be injected.
- C- Synchronized Data Sources poll changes every 15 minutes at the quickest.
- D- Orders are not being updated from not meeting criteria to meeting criteria

Answer:

D

Explanation:

The reason why the Journey does not inject customers when their order status is updated is that orders are not being updated from not meeting criteria to meeting criteria. A Salesforce Data Entry Source only injects records into a journey when they change from not meeting the entry criteria to meeting the entry criteria. For example, if the entry criteria is order status equals New, then only orders that change from a different status to New will be injected into the journey. Orders that are created with a status of New or change from New to another status will not be injected into the journey. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

Question 3

Question Type: MultipleChoice

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and Not Sent, to ensure they are fulfilling a legal obligation due to the nature of their messages.

Options:

- A- Event Notification Service
- B- Platform Events API
- C- Data View Export with every send
- D- Data Retrieves on the Send Object

Answer:

C

Explanation:

To get real-time updates on transactional email metrics, such as Sent and Not Sent, Northern Trail Outfitters should use Event Notification Service. Event Notification Service is a feature that allows marketers to receive real-time notifications of email tracking events via webhooks or APIs. Event Notification Service can help marketers monitor and troubleshoot transactional email sends and ensure compliance with legal obligations. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_es_event_notification_service.htm&type=5

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

Options:

- A-** Create a scheduled Automation with a Query Activity and a Send Email Activity
- B-** Use Content Builder Send Flow to send the email to the Salesforce Campaign
- C-** Create a Journey with a Salesforce Campaign entry source and an Email Activity
- D-** Create a Journey with a Salesforce Data entry source and an Email Activity

Answer:

D

Explanation:

To send a welcome email to contacts when a contact record is added as a campaign member to a 'Loyalty Member' campaign in Sales Cloud, Northern Trail Outfitters should create a journey with a Salesforce Data entry source and an email activity. A Salesforce Data entry source allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as campaign members. An email activity allows marketers to send an email message to contacts in a journey. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_jb_email.htm&type=5

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters has integrated their Marketing Cloud account with their Salesforce sandbox.

In what order should the steps be performed to refresh the sandbox in their integrated account?

Options:

A- Disconnect / Refresh / Reconnect / Authenticate / Synchronize

B- Refresh / Disconnect / Reconnect / Synchronize / Authenticate

C- Disconnect / Refresh / Reconnect / Synchronize / Authenticate

D- Refresh / Disconnect / Reconnect / Authenticate / Synchronize

Answer:

C

Explanation:

To refresh the sandbox in their integrated account, Northern Trail Outfitters should perform the steps in the following order:

Disconnect. This step will disconnect Marketing Cloud Connect from Sales Cloud and prevent data loss or errors during the refresh process.

Refresh. This step will refresh the sandbox in Sales Cloud with new data and configuration.

Reconnect. This step will reconnect Marketing Cloud Connect to Sales Cloud using the new sandbox credentials and settings.

Synchronize. This step will synchronize data between Marketing Cloud and Sales Cloud using Synchronized Data Sources or Salesforce Data Entry Sources.

Authenticate. This step will authenticate Marketing Cloud Connect users in both systems and enable full functionality of Marketing Cloud Connect.

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to send using the From Address of marketing@email.nton.com. They will then automatically forward replies to customerservice@nton.com. NTO also wants to include an automatic reply to the customer's email address customer@example.com.

Which email address would appear as the From Address for the automatic reply to the customer?

Options:

- A- customerservice@nton.com
- B- reply@marketingcloud.com
- C- customer@example.com
- D- A marketing@email.nton.com

Answer:

B

Explanation:

The email address that would appear as the From Address for the automatic reply to the customer is reply@marketingcloud.com. This is because Northern Trail Outfitters has configured their Reply Mail Management settings to forward replies to customerservice@nto.com and send an auto-reply message to the customer's email address. The From Address for the auto-reply message is always reply@marketingcloud.com, regardless of the original From Address or the forwarding address. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_reply_mail_management.htm&type=5

Question 7

Question Type: MultipleChoice

A customer has a business requirement to exclude email addresses of certain contacts in their loyalty program from the sends with several sender profiles. These contacts are dynamically identified with the help of the SQL query on a daily basis.

What solution should be recommended to automate exclusion of the identified email addresses from all future sends that use specific sender profiles?

Options:

A- Publication list

B- Exclusion data extension

C- Auto-suppression list

D- Suppression list

Answer:

C

Explanation:

To automate exclusion of identified email addresses from all future sends that use specific sender profiles, Northern Trail Outfitters should use an auto-suppression list. An auto-suppression list is a tool that allows marketers to exclude subscribers from email sends based on their email address and sender profile. The email addresses can be added to the auto-suppression list using a SQL query or an import activity. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_create_an_auto_suppression_list.htm&type=5

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters wants to know the number of Contacts in their account. This information needs to be emailed to their Chief Marketing Officer on a weekly basis.

What could be configured to meet this request?

Options:

- A- Configure the Contact Extract Activity in Automation Studio
- B- Query the _Subscriber Data View and Extract it weekly
- C- Query the _Contact Data View and transfer it weekly
- D- Schedule the Contacts Counts Standard Report

Answer:

B

Explanation:

To know the number of contacts in their account and email it to their Chief Marketing Officer on a weekly basis, Northern Trail Outfitters should schedule the Contacts Counts Standard Report. This report shows how many contacts are in Marketing Cloud across different channels and platforms. The report can be scheduled to run at a recurring interval and emailed to one or more recipients. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_rn_contacts_count_report.htm&type=5

Question 9

Question Type: MultipleChoice

A customer is starting a new children's fashion brand and wants to use a dedicated business unit within their existing Enterprise 2.0 account. They anticipate many of their current Enterprise contacts will subscribe to the children's brand, however, they want to separate subscriber opt-outs of the Enterprise and children's brands. The customer has minimal technical resources available for implementation and support.

What should a consultant recommend to meet these criteria?

Options:

- A-** Select 'Use separate 'Subscription Center' for this business unit' in Settings
- B-** Create attributes for each child business unit in 'Profile Management' to record unsubscribes
- C-** Create a Business Unit Filter in 'All Subscribers' List to record unsubscribes
- D-** Select 'Subscribers will be unsubscribed from this business unity only' in Settings

Answer:

D

Explanation:

To separate subscriber opt-outs of the Enterprise and children's brands, Northern Trail Outfitters should select "Subscribers will be unsubscribed from this business unity only" in Settings for each child business unit. This will allow subscribers to unsubscribe from one brand without affecting their subscription status for another brand. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_co_business_unit_setup.htm&type=5

Question 10

Question Type: MultipleChoice

A customer wants to capture and categorize email Not Sent events and begin identifying trends. They want to keep the data in Marketing Cloud and run queries against the dataset. The customer created a data extension to receive the information.

Which order of Automation Studio activities should be recommended?

Options:

- A-** Data Extract with the Data Extension Extract type > File Transfer to Safehouse > File Transfer unzip > SQL Query
- B-** SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File
- C-** Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File

D- Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type

Answer:

C

Explanation:

To capture and categorize email Not Sent events and insert them into a data extension using Automation Studio, Northern Trail Outfitters should use the following order of activities:

Data Extract with the Tracking Extract type. This activity will extract tracking data, such as Not Sent events, from Marketing Cloud and place a zipped file in the Safehouse.

File Transfer from Safehouse. This activity will move the zipped file from the Safehouse to an Enhanced FTP location.

File Transfer unzip. This activity will unzip the file and place it in an Enhanced FTP location.

Import File. This activity will import the file into a data extension.

Data Extension Extract is not a valid extract type for tracking data. SQL Query is not an activity that can insert data into a data extension from a file. Data Factory Utility is not a valid activity in Automation Studio. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_file_transfer_activity.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_import_file_activity.htm&type=5

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