Free Questions for Marketing-Cloud-Consultant by certsinside

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters want to query Marketing Cloud for send data across SMS, Push, and email.

What would a consultant recommend?

Options:

A- Send Logs

B- Tracking Extracts

C- Contact History

D- _Send Data Views

Answer:

A

Explanation:

To query Marketing Cloud for send data across SMS, Push, and email, Northern Trail Outfitters should use _Send Data Views. Data Views are system-generated tables that store tracking and system data for different channels and platforms in Marketing Cloud. _Send Data Views contain information about email sends, SMS sends, and push sends across different business units and accounts.
Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_send.htm&type=5

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters in interested in a solution to automate a process. They currently pull data into a spreadsheet to import into a extension for sending. The data warehouse can be configured to place a file daily on an SFTP.

Which three questions are relevant to determining a solution?

Choose 3 answers

Options:

A- Is the data file a delta or a historical file

B- Does the data extension have a data relationship?

C- Will the file have more than 5,000 rows?

D- Will the data file be placed on the SFTP at the same time daily?

E- Does someone need to be notified if an error happens on import?

Answer:

A, D, E

Explanation:

Three questions that are relevant to determining a solution for automating a process of importing data from a data warehouse into Marketing Cloud are:

Is the data file a delta or a historical file? This question will help determine how to handle existing records and avoid duplication or overwrite. A delta file contains only new or updated records, while a historical file contains all records regardless of changes.

Will the data file be placed on the SFTP at the same time daily? This question will help determine how to schedule an automation or trigger an event based on file drop. If the data file is placed on the SFTP at different times, then a File Drop Automation may be more suitable than a Scheduled Automation.

Does someone need to be notified if an error happens on import? This question will help determine how to handle errors and exceptions during import. If someone needs to be notified, then an email notification activity or a verification activity may be added to the automation.

Whether the data extension has a data relationship or not is not relevant to determining a solution for importing data, as it is only used for creating relationships between data extensions in Email Studio. Whether the file has more than 5,000 rows or not is not relevant to determining a solution for importing data, as it does not affect how data is imported or processed. Reference:

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

Question 3

Question Type: MultipleChoice

A customer asks why the send time values with an email are not being added to a Send Log.

Which two actions would successfully write send time variable to their Send Log?

Options:

A- Match an AMPscript variable name to a Send Log field.

B- Ensure the send log is linked in an attribute group.

C- Enable send logging to a data extension during send process.

D- Use the WriteToLog() AMPscript function in the content.

Answer:

A, C

Explanation:

Two actions that would successfully write send time variables to their Send Log are:

Match an AMPscript variable name to a Send Log field. This action will allow the customer to write the value of an AMPscript variable to a corresponding field in the Send Log data extension. For example, if the customer has a Send Log field named ProductName and an AMPscript variable named @ProductName, then the value of @ProductName will be written to the ProductName field in the Send Log.

Use the WriteToLog() AMPscript function in the content. This action will allow the customer to write one or more values to a specified field in the Send Log data extension using an AMPscript function. For example, if the customer wants to write the value of @ProductName and @ProductPrice to the ProductInfo field in the Send Log, they can use WriteToLog("ProductInfo",@ProductName,@ProductPrice) in their content.

Ensuring the send log is linked in an attribute group is not necessary for writing send time variables to their Send Log, as it is only used for creating relationships between data sources in Contact Builder. Enabling send logging to a data extension during send process is not an action that would write send time variables to their Send Log, as it is only a setting that enables or disables send logging for a specific email send. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_sendlog_data_extension.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_es_write_to_the_send_log.htm&type=5

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters want a simple segmentation strategy for identifying subscribers for their emails.

What solution should they use?

Options:

A- List model and Groups in Single Send Journeys.

B- Attribute group in Contact Builder for segmentation.

C- Relational data extensions with primary keys to match subscribers with their data

D- Data Extension Entry Source in journey Builder with a filter

Answer:

A

Explanation:

To use a simple segmentation strategy for identifying subscribers for their emails, Northern Trail Outfitters should use list model and groups in Single Send Journeys. List model is a method of storing subscriber information in lists rather than data extensions. Groups are segments of subscribers based on list attributes or behaviors. Single Send Journeys are journeys that allow marketers to send one-time messages to lists or groups using Journey Builder features. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_es_list_model.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_groups.htm&type=5

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

Question 5

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?

Options:

A- Response are not sent with the Conversation Window.

B- Responses are not sent within 24 hours of the outbound message.

C- Next keyword was not specified on the outbound message.

D- Response contained "stop" in the message content.

Answer:

A, C

Explanation:

Two potential reasons for SMS responses getting the default keyword response rather than the appropriate next keyword response are:

Responses are not sent within the Conversation Window. The Conversation Window is a setting that defines how long MobileConnect waits for a response from a subscriber after sending an outbound message. If a subscriber responds after the Conversation Window expires, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

Next keyword was not specified on the outbound message. The Next Keyword is a setting that defines what keyword MobileConnect expects from a subscriber after sending an outbound message. If a subscriber responds with a different keyword than what MobileConnect expects, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

Responses containing "stop" in the message content will not get the default keyword response, but rather an opt-out confirmation message. Responses sent with AMPscript in body will not affect how MobileConnect handles responses, as AMPscript is only evaluated at send time. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_conversation_window.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_moc_next_keyword.htm&type=5

Question 6

Question Type: MultipleChoice

A customer wants to integrate a new dataset with pre-existing contacts. This data will be updated via separate data feeds from the main contact information.

What data model configuration should be recommended

Options:

A- Create additional attribute fields in the main contact data extension.

B- A Create a new data extension and link it to the other data extension

C- Create new Salesforce data and link it to the other data extensions.

D- Create a new data extension and link it as a new population.

Answer:

B

Explanation:

To integrate a new dataset with pre-existing contacts, Northern Trail Outfitters should create a new data extension and link it to the other data extension. A data extension is a table that stores data in Marketing Cloud, such as contact information or purchase history. Data extensions can be linked by common fields or attributes using Contact Builder or SQL queries. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_data_extensions.htm&type=5

Question 7

Question Type: MultipleChoice

Northern trail Outfitters in expending globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. The wants to do this as efficiently as possible and are anticipating growth into other locales in the near future.

Which two options could be recommended?

Choose 2 answers

Options:

A- Leverage personalization strings within the email template to pull in language-specific content.

B- Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.

C- Leverage Concept Builder to create email templates for each individual language and populate the templates via the UI.

D- Leverage enhanced dynamic content Mocks within Content Builder to create language-specific emails.

Answer:

B, D

Explanation:

Two options that could be recommended for localizing email content to speak to subscribers in their own language are:

Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value. AMPscript is a scripting language that allows marketers to perform complex tasks within messages, such as looking up data from data extensions, applying conditional logic, or displaying dynamic content based on subscriber attributes or behaviors.

Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails. Enhanced dynamic content blocks are blocks that allow marketers to create personalized content based on rules and filters without coding.

Leveraging personalization strings within the email template will not help with localization, as they are used for inserting simple subscriber attributes or system information into messages. Leveraging Content Builder to create email templates for each individual language will not be efficient or scalable, as it will require creating and maintaining multiple templates for each message. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_ampscript_overview.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_ceb_enhanced_dynamic_content_blocks.htm&type=5

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters and its subsidiaries use Sales Cloud and marketing Cloud to send customers frequent email communications of new products and updates on their portfolios. They have noticed the messages and branding being sent varies greatly and would like to create a better customer experience.

What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

Options:

A- Einstein Content Selection

B- Distributed Sending

C- Marketing Cloud Connect

D- Distributed Marketing

Answer:

B

Explanation:

To unify the messaging and branding of communications while still allowing personalization and timing of campaigns, Northern Trail Outfitters and its subsidiaries should use Distributed Marketing. Distributed Marketing is a tool that allows marketers to create consistent and compliant messages in Marketing Cloud and distribute them to Sales Cloud or Service Cloud users for sending. Distributed

Marketing allows Sales Cloud or Service Cloud users to personalize and schedule messages based on their customer interactions and preferences. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_dm_distributed_marketing.htm&type=5

Question 9

Question Type: MultipleChoice

A new Marketing Cloud (MC) customer wants to now implement a Sales Cloud instance to go along with their MC Instance. The MC 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- Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address.

D- Purge the current records end carries on with new keys sourced from Sales Cloud

Answer:

B, C

Explanation:

Two options that would prevent the customer from duplicating records when implementing a Sales Cloud instance are:

Get existing records updated with new Keys sourced from Sales Cloud instance. This option will allow the customer to update their existing records in Marketing Cloud with new keys that match their Sales Cloud records, such as Contact ID or Lead ID. This will ensure data consistency and avoid duplication across both systems.

Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address. This option will allow the customer to continue using Email Address as their primary key in Marketing Cloud, and rely on Marketing Cloud Contact Models to dedupe keys by Email Address when syncing data from Sales Cloud. This will ensure data accuracy and avoid duplication within Marketing Cloud.

Uploading CSV with Migrated Subscriber Keys to All Subscribers will not prevent duplication, as it will create new records in Marketing Cloud with different keys than the existing records. Purging the current records and carrying on with new keys sourced from Sales Cloud will result in data loss and potential compliance issues. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_contact_key.htm&type=5

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