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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend?

Choose 2 answers

Options:

- A) Mobile Device ID
- B) Email
- C) CRM ID
- D) Loyalty Program Number

Answer:

C, D

Question 2

Question Type: MultipleChoice

A marketer wants to personalize an email with real-time weather information from the Sunny Sky API.

What tool should be used to parse and display the response within the email?

Options:

- A) NodeJS
- B) GTL
- C) Apex
- D) SSJS

Answer:

A

Question 3

Question Type: MultipleChoice

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement?

Options:

- A) API Event Entry, SQL Query Activity, Task Activity
- B) Salesforce Data Entry, SQL Query Activity, Task Activity
- C) Scheduled Automation, SQL Query Activity; Data Extension Entry, Task Activity
- D) Scheduled Automation, Filter Activity; Data Extension Entry, Contact Activity

Answer:

C

Question 4

Question Type: MultipleChoice

A financial services customer wants to send emails to customers who log in for the first time on a new IP. The message should be deployed as fast as possible due to its sensitive content. The message contains information related to the login IP.

What should a consultant recommend to deploy the email?

Options:

- A) Execute a Triggered Emails Interaction.
- B) Use a User-Initiated Emails Interaction.
- C) Use the Transactional Messaging API.
- D) Inject the subscriber into a Journey.

Answer:

C

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters wants to connect relational data into their Journey without overloading the entry data.

How should they connect the data?

Options:

- A) Entry Source Data Extension
- B) Contact Configuration
- C) Data Designer
- D) Data Relationships

Answer:

C

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What configuration can meet this criteria?

Options:

- A) Use exclusion lists for the send - excluding those that already were sent the email.
- B) Use SQL Query to filter the audience into a new data extension that is upserted every day.
- C) Use a SQL Query to filter the audience into a new data extension that is overwritten each day.
- D) Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context.

Answer:

D

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters wants to Import their Sales Cloud data into Marketing Cloud to leverage It within Journey Builder. They have approximately 10 million customers and the data needs to be available with a delay of no more than 30 minutes. Only customers where the consent checkbox is selected in Sales Cloud should be imported, which represents approximately half of their customer database.

What should they implement?

Options:

- A) All Subscribers, since these are synchronized in real time
- B) Synchronized Data Extensions with a filter
- C) Event Data from the Entry Event in Journey Builder
- D) ImPort from Salesforce Report in Automation Studio

Answer:

B

Question 8

Question Type: MultipleChoice

For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering Implementing Tokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive messages per year.

Which two considerations should be made about Tokenized Sending?

Choose 2 answers

Options:

- A) Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
- B) Tokenized Sending does not support Mobile Connect.
- C) Journey Builder Decision Splits provide a method to access data of Tokenized data natively.
- D) Personalization Strings still allow PII to be displayed within an email.

Answer:

A, D

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information.

How should they configure these data sources?

Options:

- A) Use the File Transfer Activity to import data into each BU.
- B) Give users the Administrator Role so they can see all of the data.
- C) A Share data extensions from the top-level BU.
- D) Create a local copy of the product data in each BU.

Answer:

C

Question 10

Question Type: MultipleChoice

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

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

Choose 2 answers

Options:

- A) Match an AMPscript variable name to a Send Log field.
- B) Use the WriteToLogO AMPscript function In the content.
- C) Ensure the send log Is linked In an attribute group.
- D) Enable send logging to a data extension during send process.

Answer:

A, D

Question 11

Question Type: MultipleChoice

Northern Trail Outfitters has a contact count of nearly 10 million records. They have noticed slower processing times when sending using Journey Builder.

Which two actions could they take to optimize Journey performance"

Choose 2 answers

Options:

- A) Use Data Extension Entry Sources with filters applied to perform segmentation activities for Journey Builder.
- B) Create a prefiltered, sendable copy of data extensions for each journey instead of using the same entry source.
- C) Perform large-scale segmentation in Automation Studio before admitting contacts into Journey Builder.
- D) Include data for decision splits in Attribute Groups in Contact Builder; use contact data rather than journey data.

Answer:

B, C

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