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Question 1

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 2

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 3

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 4

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

Question 5

Question Type: MultipleChoice

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

What would a consultant recommend?

Options:

- A) Send Logs
- B) Contact History
- C) Sent Data Views
- D) Tracking Extracts

Answer:

A

Question 6

Question Type: MultipleChoice

A customer indicates their point-of-sale system can be configured to upload a file every fifteen minutes. The filename is not consistent for each upload. Their consultant recommends they use a File Drop Automation,

Which two considerations should be made?

Choose 2 answers

Options:

- A) They may utilize an external FTP site.
- B) The directory is unable to be used by another File Drop Automation.
- C) The directory used by the file trigger should be inside the import directory.
- D) The directory cannot contain more than five file triggers.

Answer:

B, C

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) sends emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.

How could these auto-reply messages be enabled?

Options:

- A)** From the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section and select the HTML email from the 'define email*' link.
- B)** Open Admin > Account Settings page In Email Studio and In the Auto Reply Email' section, select 'Custom' and paste the HTML email code into the text area field.
- C)** A Create a Triggered Send and from a Sender Profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the Triggered Send email.
- D)** Create a Triggered Send and on the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section, then select the Triggered Send email.

Answer:

C

Question 8

Question Type: MultipleChoice

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

What could be causing this?

Options:

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

Answer:

C

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters wants to create a query to populate a data extension with email subscribers who belong to a specific publication list.

Which Data View could they use to achieve this?

Options:

- A) _ListSubscribers
- B) _EnterpriseAttribute
- C) Subscribers
- D) _PublicationSubscriber

Answer:

A

Question 10

Question Type: MultipleChoice

Northern Trail Outfitters uses separate Marketing Cloud accounts as environments for development, UAT, and production. They want to test all automations and Journeys In each environment prior to launching in production.

Which extension product should be used to speed up the migration of data extensions and Journey Builder configurations between each environment?

Configuration Manager

Options:

- B)** Change Sets
- C)** Deployment Manager
- D)** Ant Migration Tool

Answer:

C

Question 11

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) Create new Salesforce data extension and link it to the other data extensions.
- C) Create a new data extension and link it to the other data extensions.
- D) Create a new data extension and link it as a new population.

Answer:

C

Question 12

Question Type: MultipleChoice

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office owns the advertising copy and subscriber lists. The owners of franchised stores add a customized local message to the marketing campaign.

What hierarchy should be recommended?

Options:

- A) One business unit.
- B) One business unit with shared folders.
- C) A One parent business unit and a child business unit for each franchise owner.
- D) One parent business unit and a child business unit shared across franchise owners.

Answer:

C

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