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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q134-Q139):

NEW QUESTION # 134

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis. The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile. Which action should they take to execute the campaign?

- A. Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities
- **B. Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.**
- C. Use Automation Studio Filtering, Messaging, and wait activities.

Answer: B

NEW QUESTION # 135

Northern Trail Outfitters is interested in a solution to automate a process. They currently pull data into a spreadsheet to import into a data 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

- **A. Is the data file a delta or a historical file**
- **B. Will the data file be placed on the SFTP at the same time daily?**
- C. Does the data extension have a data relationship?
- **D. Does someone need to be notified if an error happens on import?**
- E. Will the file have more than 5,000 rows?

Answer: A,B,D

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

NEW QUESTION # 136

Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud. They want to ensure commercial emails are not sent to email addresses who have previously opted-out.

Which feature should they use?

- A. Exclusion List
- B. Exclusion Script
- **C. Suppression List**
- D. Auto-suppression List

Answer: C

NEW QUESTION # 137

A customer would like to automate a weekly email campaign using Automation Studio. Which send method would the customer use to configure the email?

- A. Guided Send
- B. Send Preview

- C. Test Send
- **D. User-Initiated**

Answer: D

NEW QUESTION # 138

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?

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

Answer: B

NEW QUESTION # 139

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