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# Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q142-Q147):

## NEW QUESTION # 142

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow-up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between Contact # Person Account # Real Estate Agent # Property objects and all of those are available in CRM as well as synchronized to Marketing Cloud. What solution should be recommended for execution efficiency?

- A. Use send from Salesforce CRM and Salesforce report to prepare personalization data.
- B. Use Automation Studio to prepare personalization data and initiate journey.
- C. Use Automation Studio and Salesforce sends with campaign as an audience.
- D. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.

**Answer: B**

Explanation:
Because of the complex relationships (multiple objects and property matches), it's best to use Automation Studio to:
* Query and flatten the relational data into a single personalized Data Extension.
* Then use Journey Builder to send based on that prepared data.
This approach avoids heavy personalization scripting inside emails (which would reduce performance) and makes the sends more efficient.
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Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Journey Data Preparation Best Practices
# "For complex relationships and personalization requirements, prepare the data with Automation Studio before injecting into Journey Builder." Source: Salesforce Help - Personalization in Journey Emails
# "Avoid heavy personalization logic inside the email. Prepare the personalization using query activities beforehand to ensure send performance."

## NEW QUESTION # 143

A customer has an eCommerce site and Imports data into three data extensions daily; 'Orders', 'Order_Details' and 'Products' the data extension contains the following information:
* Orders: OrderId, CustomerId, OrderNumber, OrderDate, OrderTotal, GrandTotal
* Order_Details: ProductId, OrderId, Qty, UnitPrice, ExtendedPrice, Discount
* Products: ProductId, SKU, Name, Description, Cost, Price
What two actions should be taken in Data Designer?

- A. Create a one-to-one relationship between Order_Details and Products
- B. Create a one-to-many relationship between Orders and Order_Details
- C. Create a one-to-one relationship between the contact record and Order_Details
- D. Create a one-to-one relationship between Orders and order_Details

**Answer: A,C**

## NEW QUESTION # 144

Every day at 3 a.m., Northern Trail Outfitters' (NTO) data lake instance starts generating a file that contains all records that should be sent one email or another for the next day's marketing campaigns. The size of the file varies depending on the previous day's tracking activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends. What end-to-end process should deliver this efficiently?

- A. Scheduled Automation > File Transfer > Import > Series of Query Activities
- B. Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends

- C. Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
- D. Triggered Automation > Import > Data Extension Extract > Marketing Journey

**Answer: B**

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is C - Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends.
* Scheduled Automation (set to run every day after file drop) automatically imports the file, segments the data via Query Activities, and sends emails.
* No need for manual triggering because the file generation time is predictable.
* This is the cleanest, most scalable setup.
# Why others are wrong:
* A: File Transfer isn't needed if the file is directly available in the correct folder.
* B and D: Triggered Automations are better for real-time, unexpected events - not predictable scheduled events.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Automation Studio Best Practices:
"Use scheduled automations when working with expected, time-based file imports and campaign sends to automate data processing and message delivery." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_best_practices.htm)


## NEW QUESTION # 145
Northern Trail Outfitters (NTO) is launching a new subsidiary brand, Cloud Kicks, within the next six months. Cloud Kicks anticipates sending approximately 50,000 emails per month from a child business unit.
NTO will execute a large campaign announcing and associating itself with Cloud Kicks as part of the brand kickoff and is comfortable sharing digital properties with them. Cloud Kicks wants to utilize a custom sending domain, but deliverability is a primary concern.
What approach should be recommended?

- A. A Private Domain should be applied to the child business unit.
- B. A Sender Authentication Package should be used for Cloud Kicks.
- C. A new Sender Authentication Package should be used for NTO.
- D. A Private Domain should be applied to the parent business unit.

**Answer: B**

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is D - A Sender Authentication Package (SAP) should be used for Cloud Kicks.
* SAP provides a dedicated IP, Private Domain, DKIM, and SPF alignment, critical for brand deliverability and reputation.
* Since Cloud Kicks will operate with its own brand identity, even under the same parent org, setting a distinct SAP ensures inbox placement and avoids shared reputation issues.
# Why others are wrong:
* A: NTO already has an SAP; Cloud Kicks needs its own setup.
* B and C: Private Domains without full SAP (dedicated IP, DKIM, SPF) are not sufficient alone for full brand reputation management.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Sender Authentication Package Overview:
"Use the Sender Authentication Package (SAP) to configure custom sending domains, dedicated IPs, and authenticated email, ensuring maximum deliverability and brand identity." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_authentication_package.htm)
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## NEW QUESTION # 146
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.
What should they use?

- A. Platform Events API
- B. Event Notification Service

- C. Data View Export with every send
- D. Data Retrieves on the Send Object

**Answer: B**

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is A - Event Notification Service (ENS).
* ENS allows real-time event delivery for important email metrics like Sent, Delivered, Not Sent, Bounced, Opened, and Clicked.
* It uses an HTTP callback mechanism to push notifications to an external system within seconds of the event happening.
# Why others are wrong:
* B: Platform Events API is for Salesforce Core, not directly tied to Marketing Cloud events.
* C: Data View Exports happen on a schedule, not real-time.
* D: Data Retrieves pull data but require manual or automated fetching - not event-driven.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Event Notification Service Overview:
"Use Event Notification Service (ENS) to receive near-real-time notifications for message events like Sent, Not Sent, Delivered, etc., delivered to a designated endpoint." (Source: https://help.salesforce.com/s/articleView?id=sf.mc-transactional-api-event-notifications.htm)
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**NEW QUESTION # 147**

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