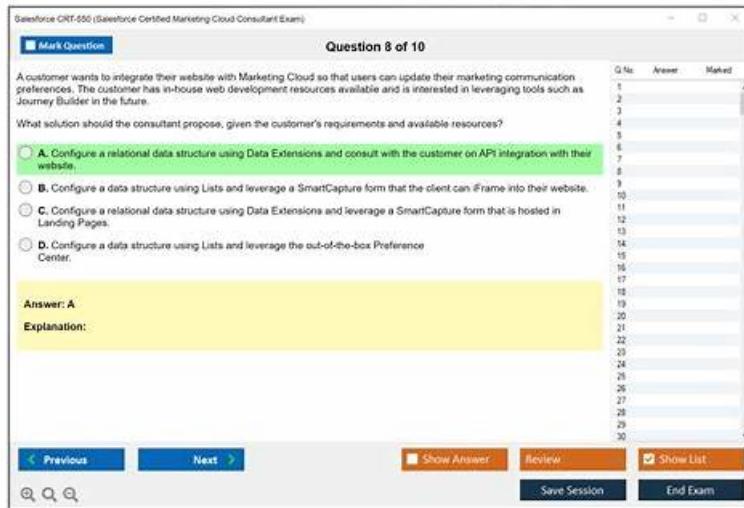


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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q65-Q70):

NEW QUESTION # 65

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?

- A. Create a new data extension and link it to the other data extensions.
- B. Create additional attribute fields in the main contact data extension.
- C. Create new Salesforce data extension and link it to the other data extensions.
- D. Create a new data extension and link it as a new population.

Answer: A

NEW QUESTION # 66

Northern Trail Outfitters wants to have a periodic, dynamic newsletter send to a set data extension, but the data in this data extension will be regularly updated and the subscribers inside could be removed/added multiple times.

What option should speed up the delivery while meeting these criteria?

- A. Scheduled Automation using a Send Activity
- B. Single Send Journey
- C. Scheduled Automation utilizing Triggered Send Emails
- D. Journey that allows re-entry after exiting

Answer: A

NEW QUESTION # 67

A customer needs to compare the engagement across three creative versions, and then send a follow-up email for those contacts who did not engage with any of the test versions.

Which sequence of activities would best accomplish this?

- A. Random Split > Send email > Wait > Engagement Split > Join > Send email
- B. Engagement Split > Send email > Wait > Random Split > Send email
- C. Decision Split > Send email > Engagement Split > Send email
- D. Random Split > Send email > Join > Decision Split > Wait > Send email

Answer: A

NEW QUESTION # 68

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

What solution should they use?

- A. Relational data extensions with primary keys to match subscribers with their data
- B. List model and Groups in Single Send Journeys
- C. Attribute group in Contact Builder for segmentation
- D. Data Extension Entry Source in Journey Builder with a filter

Answer: B

NEW QUESTION # 69

A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would like to pull data on which email addresses receive which emails.

What functionality could be used to accomplish this?

- A. Recent Email Send Report
- B. Tracking Extract
- C. Send Log
- D. Data Views

Answer: C

Explanation:

Comprehensive and Detailed Explanation: A Send Log captures detailed send-time information such as which email was sent, to which address, and when. You can customize a Send Log to record additional fields like email address, subscriber key, campaign name, etc. This meets the requirement for tracking exactly which email address received which email.

Why Other Options Are Incorrect:

- * A: The Recent Email Send Report shows aggregate send information but doesn't track individual addresses dynamically.
- * B: Data Views store general event tracking (open, click) but not direct customizable fields like Send Log does.
- * D: Tracking Extracts provide bulk tracking data but are not customizable for specific needs like this.

Exact Extract: Salesforce Help: Send Logs Overview

"Send Logs record information about the subscribers you send messages to, and allow you to track what content was sent to each subscriber."

11. *What is the primary purpose of the following statement?*

NEW QUESTION # 70

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