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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q19-Q24):

NEW QUESTION # 19

A customer executes a large number of sends via Marketing Cloud connect and is concerned about API limits. What should the consultant suggest to minimize the impact of Marketing Cloud Connect on daily API limits? Choose Two

- A. Filter data
- B. Turn off Individual Level Tracking
- C. Upgrade the MC account to ConnectedApp
- D. Turn off link details tracking

Answer: B,C

NEW QUESTION # 20

Northern Trail Outfitters wants to know the number of Contacts in their account. This information needs to be emailed to their Chief Marketing Officer on a weekly basis.

What could be configured to meet this request?

- A. Query the _Contact Data View and transfer it weekly
- B. Configure the Contact Extract Activity in Automation Studio
- C. Schedule the Contacts Counts Standard Report
- D. Query the _Subscriber Data View and Extract it weekly

Answer: B

NEW QUESTION # 21

Northern Trail Outfitters sent three different emails as part of a seasonal campaign and would like to compare the open and click-through rates across the emails.

Which feature will enable this?

- A. Email Comparison Report
- B. Email Send Report
- C. Include Measures within a Filter
- D. Compare Email Sends on the Tracking page

Answer: D

NEW QUESTION # 22

A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click here to keep receiving our emails. In which two ways can the marketer determine who clicks on the CTA? Choose two answers.

- A. select the URL or tracking alias from the link view tab of the click activity tab.
- B. select the URL id for the URL or tracking the alias from the job links tab.
- C. select the user clicks the overview tab in the inbox activity section
- D. select the click activity bar chart from the email overview of the click activity tab

Answer: A,C

NEW QUESTION # 23

A retail company needs to create journeys that will target subscribers based on website behavior. They have identified three separate groups:

- * Customer who searched for an item on their website
- * Customers who abandoned a cart on their website
- * Customers who made a purchase on their website

Which three questions should the consultant ask in order to design the data structure to this solution?

Choose 3 answers:

- A. How are the subscribers identified in your web analytics?
- B. Should customers exit the journey when the goal is met?
- C. Should a single customer exist in multiple journeys at the same time?
- D. How long after the behavior occurs will a subscriber need to enter a journey?
- E. How many messages should be included in each journey?

Answer: A,C,D

NEW QUESTION # 24

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