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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q61-Q66):

NEW QUESTION # 61

Northern Trail Outfitters is sending Salesforce Triggered Sends using Marketing Cloud Connect. The sends have a status of failed. What should the consultant do to diagnose the issue?

- A. Review Apex Jobs within Set Up in Sales Cloud.
- B. Ensure the System User is assigned the Standard User Profile.
- C. Change the connection option to Scope by User.
- D. Manually clear the OAuth token to refresh the connection.

Answer: D

Explanation:

To diagnose the issue of failed Salesforce Triggered Sends, the consultant should ensure the System User is assigned the Standard User Profile. The System User is a user account that Marketing Cloud Connect uses to communicate with Sales Cloud. The System User needs to have the Standard User Profile or a custom profile with similar permissions to enable Salesforce Triggered Sends.

Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_troubleshoot_marketing_cloud_connect_configuration_issues.htm&type=5

NEW QUESTION # 62

A global marketing team has created an email using Content Builder Approvals and shared it with multiple business units in their Enterprise. Even though the email was approved, additional changes are needed.

What is the first action the team should take to make the edits?

- A. Cancel send using email.
- B. Unshare the email.
- C. Update email approval status.

Answer: B

NEW QUESTION # 63

A marketer is using Preview ..Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

- A. The send exceeded the maximum test send threshold.
- B. Test sends are not recorded on the Send Log Data Extension.
- C. A subscriber was not selected in the Subscriber Preview tab.

Answer: B

NEW QUESTION # 64

When the number of subscribers exceeds one million records, which data model is preferred?

- A. Groups
- B. Data Filters
- C. Data Extensions
- D. Lists

Answer: C

NEW QUESTION # 65

Northern Trail Outfitters has a master data extension of 880,000 subscribers. They want to randomly split into 11 groups to test different messaging strategies.

How could this be accomplished?

- A. Use Automation Studio with a random split activity.

- B. Create a random data extension within Contact Builder.
- **C. Create a random data extension within Email Studio.**
- D. Use Journey Builder with a random split activity.

Answer: C

Explanation:

A random split activity is an automation studio activity that randomly splits a data extension into multiple groups based on percentage or number of records. It can be used to create test groups for different messaging strategies or to segment a large audience into smaller batches for sending. It can handle up to 12 groups and up to 50 million records per group. Reference: https://help.salesforce.com/articleView?id=sf.mc_as_random_split_activity.htm&type=5

NEW QUESTION # 66

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