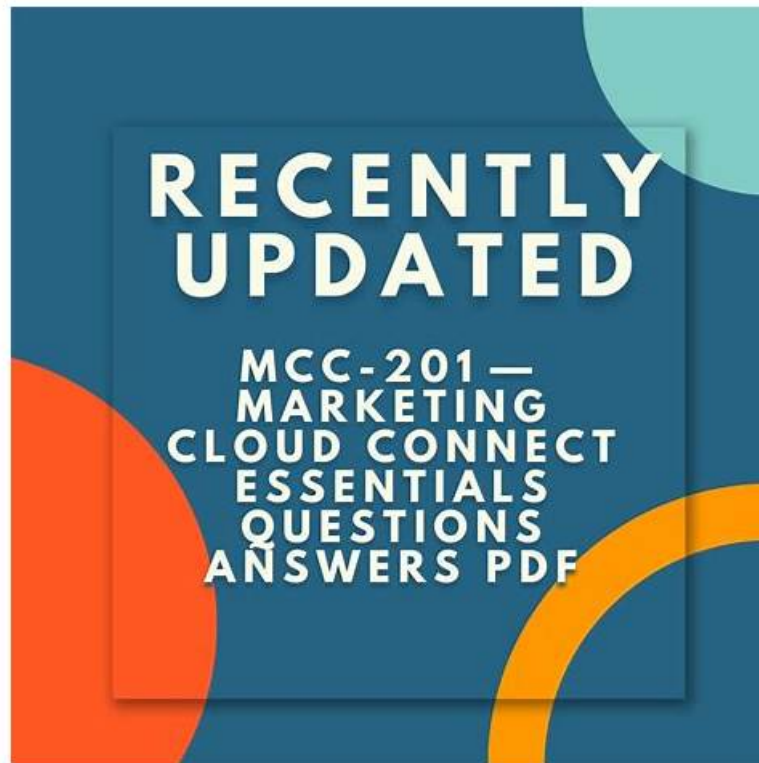


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## **Salesforce Marketing Cloud Connect Essentials Sample Questions (Q143-Q148):**

#### NEW QUESTION # 143

A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect. The trigger is on a Custom Object called 'Shipments' and is enabled for Triggered Sends in Setup.

Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

- A. There is a Master Detail Relationship from Contact to Shipment.
- B. The Shipment object requires a Lookup to Lead or Contact.
- C. An Apex Trigger is created on the Shipment object.
- D. The Shipment object is on the Account Related List.

**Answer: C,D**

#### NEW QUESTION # 144

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 > Join > Decision Split > Wait > 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 > Wait > Engagement Split > Join > Send email

**Answer: D**

#### NEW QUESTION # 145

Northern Trail Outfitters has configured Reply Mail Management to handle manual unsubscribe requests. However, they have received complaints from customers who are still getting marketing emails despite having sent multiple unsubscribe replies including phrases like "take me off your list" or "opt out".

How could this behavior be corrected?

- A. Ensure the two phrases are added the "Filtered Keywords" data extension
- B. Ensure the DNS Record Redirect is correctly configured
- C. Ensure the two phrases are added to a filtered keyword list
- D. Ensure "Common Misspellings" Is selected as one of the Reply Filters

**Answer: D**

#### NEW QUESTION # 146

A customer wants to configure appointment reminders for patients in their clinic. The reminder should be sent day before the appointment date at 10 a.m and the appointment record should be updated in the patient was sent a reminder email.

What solution could be recommended?

- A. Create a journey with CRM date based entry source, and use Journey Builder activities to send a reminder and update the record in CRM.
- B. Create a daily scheduled automation to refresh the audience, and use Automation Studio activities to send a reminder with AMPscript in the message to update the record in Synchronized Data Extension.
- C. Create a daily scheduled automation to refresh the audience, and use Data Extension entry source for a journey with activities to send a reminder and update the record in CRM.
- D. Create a journey with CRM data source triggered on the reminder data and use Journey Builder activities to send a reminder and update the record in Synchronized Data Extension.

**Answer: A**

Explanation:

A journey with CRM date based entry source can be used to trigger emails based on a date field in the CRM object, such as the reminder date. The journey can also use the Update Contact activity to update the record in CRM after sending the reminder email.

Reference: [https://help.salesforce.com/articleView?id=sf.mc\\_jb\\_date\\_based\\_events.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_jb_date_based_events.htm&type=5)

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### NEW QUESTION # 147

Northern Trail Outfitter wants to integrate Marketing Cloud with its existing point-of-sale system in order to email purchase receipts to its customers. The point-of-sale data will need to be transformed to be received by the Marketing Cloud triggered send API. What extension product should be used to accomplish this integration?

- A. Datorama
- **B. MuleSoft Anypoint Platform**
- C. Data Connector
- D. Data Studio

**Answer: B**

Explanation:

To integrate Marketing Cloud with their existing point-of-sale system in order to email purchase receipts to their customers, Northern Trail Outfitters should use MuleSoft Anypoint Platform. MuleSoft Anypoint Platform is a tool that allows marketers to connect and integrate different systems and applications using APIs and connectors. MuleSoft Anypoint Platform can help transform and map data between different formats and protocols, such as JSON and SOAP.

### NEW QUESTION # 148

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