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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q63-Q68):

NEW QUESTION # 63
Northern Trail Outfitters (NTO) send emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.
How could these auto-reply messages be enabled?

- A. Create a Triggered Send and from a Sender Profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the Triggered Send email.
- B. Open Admin > Account Setting page in Email Studio and in the 'Auto Reply Email' section, select 'Custom' and paste the HTML email code into the text area field.
- C. Create a Triggered Send and on the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section, then select the Triggered Send email.
- D. From the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section and select the HTML email from the 'define email' link.

Answer: A

Explanation:
Explanation
To send an auto-reply message using a pre-defined HTML email when subscribers reply to an email, Northern Trail Outfitters should create a triggered send and from a sender profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the triggered send email. This will allow them to use a custom HTML email as an auto-reply message instead of a plain text message. References:
https://help.salesforce.com/s/articleView?id=sf.mc_es_reply_mail_management.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_triggered_email_message.htm&type=5

NEW QUESTION # 64
Northern Trail Outfitters is using Journey Builder to send emails to loyalty members based on recent activity. They anticipate that approximately half of their contacts will meet the entry criteria for their journey.
How should they configure their entry source?

- A. Use a Contact Data Entry Source to segment the data configured in Attribute Groups in Contact Builder.
- B. Use an Import Activity in Automation studio to filter the data as a Data Extension Entry Source.
- C. Use a Query Activity in Automation Studio to create a segment before entering the journey.
- D. Use a Data Extension Entry Source with an applied filter based on recent member activity.

Answer: C

NEW QUESTION # 65
How do you use data designer to link the web analytics data to your subscriber data?

Answer:

Explanation:
Use a marketing cloud data extension

NEW QUESTION # 66
Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).
* The first DE is populated by web analytics data, and does not contain a Subscriber Key or Email Address value.
* A Customer Reference DE is updated daily and holds subscriber information.
* The third DE is populated by a file sent to the SFTP after five days If the customer has not purchased the abandoned items.
* The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.
* If the web analytics file is empty, NTO does not want the automation to finish running.
Which order of activities should be used to fulfill this requirement?

- A. File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two
- B. Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- C. Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- D. File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one >

Answer: D

NEW QUESTION # 67

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in Sales Cloud. Other data, such as course catalog,
student demographics, and alumni information, is stored in external systems.
Which two actions should be consultant recommend? Choose 2 answers

- A. Create list attribute to store student data from Sales Cloud.
- B. Create an Import Activity to import alumni data into Salesforce Report.
- C. Use Data Designer to link student and alumni data to the contact record.
- D. Use Synchronized Data Sources to obtain data from Sales Cloud.

Answer: C,D

NEW QUESTION # 68

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