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Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q154-Q159):

NEW QUESTION # 154
What are entry source types for Journey Builder?

- A. Data Extension, Cloud Pages, Email List, API Event
- B. Data Extension, Salesforce Community, GA360, Email List
- C. Data Extension, Audience Studio, API Event, Date Based Event
- D. Data Extension, Email List, API Event, Date Based Event

Answer: D

Explanation:
The entry source types for Journey Builder include:
* C. Data Extension, Email List, API Event, Date Based Event These sources allow a marketing campaign to automatically start or transition contacts based on their interaction with various data sources:
* Data Extension: Contacts can be injected into a journey based on records in a data extension.
* Email List: Contacts from a specific email list can be used as an entry event.
* API Event: This allows external systems to trigger entry into a journey.
* Date Based Event: Contacts can enter a journey based on a specific date or a date attribute in a data extension.

NEW QUESTION # 155
Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM.
However, they only want to sync records they would be able to send to reducing the amount of data being brought over.
Which two filtering options could be used when configuring the Contact synced object?
Choose 2 answers

- A. Select all records where Has OptedOutofEmail is FALSE

- B. Select all records with an email address
- C. Select all records which are active in All Subscribers
- D. Select all records which have opened an email in the past six months

Answer: A,B

Explanation:
Synchronized Data Sources can use two types of filters: attribute filters and relationship filters. Attribute filters are based on the fields of the object being synced, such as email address or opt-out status. Relationship filters are based on the fields of a related object, such as account or campaign. Filtering by email open activity or subscriber status is not possible with Synchronized Data Sources.

NEW QUESTION # 156
Northern Trail Outfitters (NTO) rolled out a global SMS initiative three months ago, as their customers have shown great interest in receiving promotions via text. However, NTO was notified they are already at 75% utilization for their annual Super Messages. Why could this be the case?

- A. A multiplier is applied to each SMS message based on the destination country
- B. Each email consumes five super messages when sending below a certain threshold.
- C. Mobile Push was enabled by mistake, which consumes Super Messages when not in use.
- D. The majority of NTO's subscriber base is in the United States.

Answer: A

Explanation:
A multiplier is applied to each SMS message based on the destination country, which could explain why NTO is already at 75% utilization for their annual Super Messages. For example, sending an SMS message to a subscriber in Germany consumes 1.5 Super Messages, while sending an SMS message to a subscriber in India consumes 3 Super Messages. The other options are not true or relevant.

NEW QUESTION # 157
Which three statements should be considered before using Goals in Journey Builder?
Choose 3 answers

- A. Goals can act as exit criteria.
- B. Goals are created to evaluate journey performance.
- C. Goal target statistics are stored in a data extension.
- D. Contacts are evaluated against the goal after a wait activity.
- E. Each contact is assigned an individual goal.

Answer: A,B,D

NEW QUESTION # 158
What is Setup Assistant?

- A. Support service allowing the outsourcing of repetitive admin tasks
- B. A search within Help and Training limited to configuration documents
- C. A prioritized account configuration checklist
- D. A dashboard containing key metrics for the business unit

Answer: C

NEW QUESTION # 159
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