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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q110-Q115):

NEW QUESTION # 110

Northern Trail Outfitters (NTO) needs to provide an IT staff member with access to Marketing Cloud. The staff member needs to perform the following tasks:

- * Maintain NTO's master suppression list
- * Configure data relationships
- * Create new subscriber attributes

Which role should be assigned to the IT staff member?

- A. Analyst
- **B. Data Manager**
- C. Administrator
- D. Content Creator

Answer: B

NEW QUESTION # 111

Northern Trail Outfitters (NTO) wants to use Case data from Service Cloud as part of their current email messaging campaign. They want to import cases that indicate the customer wants someone to contact them after the case is closed. NTO tracks cases with a checkbox field called "Contact Me." How should they set this up?

- **A. Use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field.**
- B. Create data extensions in Marketing Cloud and import the data from Service Cloud using Journey Builder.
- C. Use Salesforce Data Extensions and Filter Activities in Automation Studio to import and filter the data.
- D. Create Reports in Salesforce filtered by Contact Me equal to True and import using the Import Wizard.

Answer: A

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is C - Use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field.

* With Marketing Cloud Connect, the Case object can be synchronized into Marketing Cloud.

* You can apply filters based on fields like "Contact Me = True" directly within Journey Builder or Automation Studio without manually importing reports.

Why others are wrong:

* A: Journey Builder doesn't handle direct data imports from Service Cloud.

* B: Manual imports and Filter Activities are unnecessary when synchronized data is available.

* D: Import Wizard processes are manual and not scalable for ongoing automated campaigns.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Synchronized Data Extensions:

"Synchronized Data Extensions allow you to bring Salesforce object data (such as Cases) into Marketing Cloud for use in segmentation, filtering, and journeys without manual imports." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_co_synchronized_data_extensions.htm)

NEW QUESTION # 112

A customer is starting a new children's fashion brand and wants to use a dedicated business unit within their existing Enterprise 2.0 account. They anticipate many of their current Enterprise contacts will subscribe to the children's brand, however, they want to separate subscriber opt-outs of the Enterprise and children's brands. The customer has minimal technical resources available for implementation and support.

What should a consultant recommend to meet these criteria?

- A. Create a Business Unit Filter in 'All Subscribers' List to record unsubscribes
- B. Select "Use separate 'Subscription Center' for this business unit" in Settings
- **C. Select "Subscribers will be unsubscribed from this business unit only" in Settings**
- D. Create attributes for each child business unit in "Profile Management" to record unsubscribes

Answer: C

NEW QUESTION # 113

Northern Trail Outfitters (NTO) is running a campaign for a brand new type of footwear inside Journey Builder. The entry event: Prevents contacts from entering the journey if "shoes" is not selected in their preferences.

Is based on a data extension which has Email Address as Primary Key.

A few weeks after launching the campaign, NTO's data analyst noticed a reduced email volume and that some contacts inside the data extension updated their preferences after the launch of the campaign. Even with the entry event being triggered every day, those

contacts are not receiving the welcome emails.
What could be the reason?

- **A. The contact fell below the High Water Mark.**
- B. The entry event is triggered too often.
- C. The preference center is too precise.
- D. Their account has deliverability issues.

Answer: A

NEW QUESTION # 114

Northern Trails Outfitters has a contact count of nearly 10 million records. They have noticed slower processing times when sending using Journey Builder.

Which two actions could they take to optimize Journey performance? (Choose 2 answers)

- **A. Perform large-scale segmentation in Automation Studio before admitting contacts into Journey Builder.**
- **B. Create a prefiltered, sendable copy of data extensions for each journey instead of using the same entry source.**
- C. Include data for decision splits in Attribute Groups in Contact Builder, use contact data rather than journey data.
- D. Use Data Extension Entry Sources with Filters applied to perform segmentation activities for Journey Builder.

Answer: A,B

NEW QUESTION # 115

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