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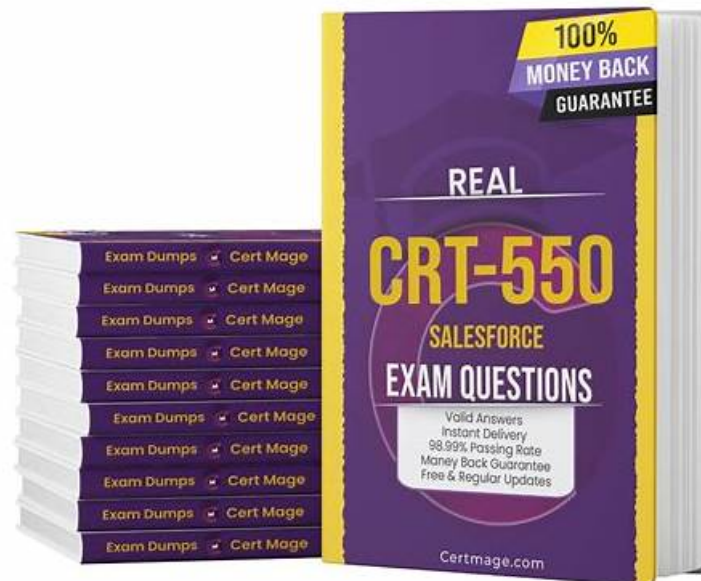

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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q100-Q105):

NEW QUESTION # 100

Northern Tril Outfitters wants to connect relational data into their Journey without overloading the entry data.
How should they connect the data?

- A. Contact Configuration
- B. Data Designer
- C. Entry Source Data Extension
- D. Data Relationships

Answer: B

Explanation:
To connect relational data into their journey without overloading the entry data, Northern Trail Outfitters should use Data Designer.
Data Designer is a tool that allows marketers to create attribute groups that link different data sources in Contact Builder. This way, they can access relational data in decision splits and other journey activities without having to include all the data in the entry source data extension. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_designer.htm&type=5

NEW QUESTION # 101

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.
Which solution should they use?

- A. Smart Capture and Triggered email messaging
- B. Existing Email Event Notification Subscription
- C. Keyword opt in and SMS Messaging
- D. CloudPages opt in to Event Journey

Answer: C

NEW QUESTION # 102

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.
Which method should they use to send the email from Marketing Cloud?

- A. Create a Journey with a Salesforce Campaign entry source and an Email Activity
- B. Create a scheduled Automation with a Query Activity and a Send Email Activity
- C. Use Content Builder Send Flow to send the email to the Salesforce Campaign
- D. Create a Journey with a Salesforce Data entry source and an Email Activity

Answer: A

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is C - Create a Journey with a Salesforce Campaign entry source and an Email Activity.
* Salesforce Campaign Entry Source automatically injects Contacts or Leads into a Journey when they are added to a Campaign in Sales Cloud.
* It's the best method for triggering welcome or loyalty messages in near real-time, based on Campaign Membership.
# Why others are wrong:
* A: Query and automation adds delay and isn't real-time.
* B: Content Builder Send Flow is for manual sends, not dynamic Journey entry.
* D: Salesforce Data Entry Sources are broader and not directly tied to Campaign Membership.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Journey Builder Salesforce Campaign Entry Source:
"The Salesforce Campaign Entry Source allows contacts or leads added to a campaign in Salesforce CRM to automatically enter a Journey in Marketing Cloud." (Source: https://help.salesforce.com/s/articleView?
id=sf.mc_jb_salesforce_campaign_entry_source.htm)
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NEW QUESTION # 103
Northern Trail Outfitters (NTO) stores customer purchase data m an external system. NTO ingests this data into Marketing Cloud through a file drop automation. The automation contains an import activity which overwrites a staging data extension, as well as an SQL Query activity which brings this data into a sendable data extension.
NTO's marketing manager wants to be informed If mort than 1,000 records are ever imported through this automation, and would also like to prevent the sendable date extension from being updated that day.
Which solution ts appropriate m this situation' A. Q Split the existing activities into two separate automations.

- A. Implement a Wait Activity to wait until the data extension is populated with records.
- B. Write a custom SSJS script to
- C. Place a Verification Activity between the import and SQL Query activity.
- D. validate the row count of the staging data extension and send a notification email.

Answer: C

Explanation:
By placing a Verification Activity between the import and SQL Query activities, you can check to see if more than 1,000 records have been imported from the external system.
If the row count exceeds 1,000, the automation can be paused and a notification email can be sent.
This will allow NTO's marketing manager to be informed if more than 1,000 records are imported, and will also prevent the sendable data extension from being updated that day.
For further information, please refer to the following Salesforce documentation:
* Automation Studio Overview: https://help.salesforce.com/articleView?id=mc_as_overview.htm&type=5
* Automation Studio Activities: https://help.salesforce.com/articleView?id=mc_as_activities.htm&type=5
* Verification Activity in Automation Studio: https://help.salesforce.com/articleView?id=mc_as_verification_activity.htm&type=5
* Wait Activity in Automation Studio: https://help.salesforce.com/articleView?id=mc_as_wait_activity.htm&type=5

NEW QUESTION # 104
Northern Trail Outfitters (NTO) wants to personalize emails and display different content based on customer points. NTO has limited development expertise and chooses to use dynamic content.
What should the consultant consider when building dynamic content rules?

- A. Build rules before uploading the respective content.
- B. Standardize field naming across all sendable data extensions.
- C. Create a custom list and add all fields required for personalization.
- D. Create a synchronized data extension to keep all fields required for personalization up-to-date.

Answer: A

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is D - Build rules before uploading the respective content.
* Best practice is to define dynamic content rules first (e.g., "Points < 1000: Content A; Points 1000-
5000: Content B") before building and uploading the content blocks.
* This makes setting up Dynamic Content Blocks in Content Builder easier and more structured.
# Why others are wrong:
* A: Custom Lists are older Email Studio concepts, not relevant to dynamic content best practices in Content Builder.
* B: Standardizing field names is good practice, but not directly tied to dynamic content rule building.
* C: Synchronized DEs are for Salesforce CRM data, which is not mentioned here.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Dynamic Content Setup:
"Create rules for dynamic content before associating the respective content assets to ensure correct audience targeting within the email template." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_dynamic_content.htm)
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NEW QUESTION # 105
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