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Salesforce MKT-101

Build and Analyze Customer Journeys using Marketing Cloud

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q68-Q73):

NEW QUESTION # 68

Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.

How could they resolve this issue?

- A. Select 'US' as the sending country in SMS activity.
- B. Configure the phone field in Salesforce as US locale.
- **C. Format the phone field in Salesforce as +[phonenumber],**
- D. Select 'Normalize Phone Number*' in Journey settings.

Answer: C

Explanation:

To send SMS messages to contacts located in the United States using a Salesforce entry event in a journey, NTO should format the phone field in Salesforce as +[phonenumber], where +1 is the country code for the United States and [phonenumber] is the 10-digit phone number without any spaces or dashes. This format ensures that Marketing Cloud can correctly identify and validate the mobile numbers for SMS sending. Normalizing phone numbers in journey settings only applies to mobile numbers stored in MobileConnect or MobilePush demographics tables, not to mobile numbers from Salesforce entry events. Selecting 'US' as the sending country in SMS activity only affects how opt-out keywords are processed, not how mobile numbers are validated. Configuring the phone field in Salesforce as US locale only affects how phone numbers are displayed in Salesforce, not how they are formatted for Marketing Cloud. Reference: https://help.salesforce.com/articleView?id=sf.mc_m_june_2020_moc_normalize_phone_number_journey_setting.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_moc_country_code_processing_for_opt_out_keywords.htm&type=5 https://help.salesforce.com/articleView?id=admin_phoneformat.htm&type=5

NEW QUESTION # 69

A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.

What should a consultant recommend to meet this criteria?

- A. Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.
- B. Sync all custom objects to Marketing Cloud and recreate the reports for sending.
- **C. Create a Journey and use Salesforce Data and the Reports object as the Entry Source.**
- D. Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.

Answer: C

Explanation:

To simplify the sending process using Marketing Cloud with as little additional setup as possible, the customer should create a journey and use Salesforce Data and the Reports object as the entry source. This will allow them to use their existing complex reports in Sales Cloud as criteria for injecting contacts into the journey and sending them emails. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

NEW QUESTION # 70

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return the site and continue their shopping.

What action should NTO take? Select One

- A. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- **B. Create a user-initiated message to logged-in customers to send once the website is restarted**
- C. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey builder.
- D. Create and send an apology email that includes a discount for a future purchase to all customers.

Answer: B

Explanation:

The answer can be 1 or 3. But the most appropriate solution is 1. Sending emails will not take the user to a state where they left on the website. This requires developer involvement.

NEW QUESTION # 71

A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.

How should a consultant begin troubleshooting the connection?

- A. Validate Marketing Cloud and Sales Cloud users have access to the business unit.
- **B. Validate Marketing Cloud and Sales Cloud permissions for the connecting users.**
- C. Create new Marketing Cloud and Sales Cloud users and perform a new installation.
- D. Create and send an email in Email Studio to test the connection and validate tracking.

Answer: B

Explanation:

To troubleshoot the connection between Sales Cloud and Marketing Cloud, a consultant should start by validating Marketing Cloud and Sales Cloud permissions for the connecting users. The connecting users are the users who authenticated Marketing Cloud Connect in both systems. They need to have certain permissions and roles in both systems to enable full functionality of Marketing Cloud Connect. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_troubleshoot_marketing_cloud_connect_configuration_issues.htm&type=5

NEW QUESTION # 72

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of subscribers.

How should the marketer proceed?

- **A. Using the Subscriber Preview tool, cycle through the list of subscribers.**
- B. Select the "Preview" tab within the Classic Content tool.
- C. Create a user-initiated email to send to the list of subscribers.
- D. Use the Test Send tool to trigger copies of the email.

Answer: A

NEW QUESTION # 73

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