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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q155-Q160):

NEW QUESTION # 155

Northern Trail Outfitters (NTO) is launching a new campaign, driving it to redesign its data structure. NTO needs to change the cardinality between two data extensions inside Contact Builder.

What are two consequences of this change? Choose 2 answers

- A. All scheduled sends using a filter based on one of the data extensions should be reviewed.

- B. One of the data extensions must be deleted from the attribute group in order to change the cardinality.
- C. All filters created before will adapt automatically to the new cardinality.
- D. A contact may NOT show up in the filter based on one of the data extensions.

Answer: A,D

NEW QUESTION # 156

A customer asks why the send time values with an email are not being added to a Send Log. Which two actions would successfully write send time variable to their Send Log?

- A. Use the WriteToLog() AMPscript function in the content.
- B. Ensure the send log is linked in an attribute group.
- C. Enable send logging to a data extension during send process.
- D. Match an AMPscript variable name to a Send Log field.

Answer: A,D

Explanation:

Explanation

Two actions that would successfully write send time variables to their Send Log are:

Match an AMPscript variable name to a Send Log field. This action will allow the customer to write the value of an AMPscript variable to a corresponding field in the Send Log data extension. For example, if the customer has a Send Log field named ProductName and an AMPscript variable named

@ProductName, then the value of @ProductName will be written to the ProductName field in the Send Log.

Use the WriteToLog() AMPscript function in the content. This action will allow the customer to write one or more values to a specified field in the Send Log data extension using an AMPscript function. For example, if the customer wants to write the value of @ProductName and @ProductPrice to the ProductInfo field in the Send Log, they can use WriteToLog("ProductInfo",@ProductName,@ProductPrice) in their content.

Ensuring the send log is linked in an attribute group is not necessary for writing send time variables to their Send Log, as it is only used for creating relationships between data sources in Contact Builder. Enabling send logging to a data extension during send process is not an action that would write send time variables to their Send Log, as it is only a setting that enables or disables send logging for a specific email send. References:

https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_sendlog_data_extension.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_es_write_to_the_send_log.htm&type=5

NEW QUESTION # 157

Northern Trail Outfitters (NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. These emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.

How should NTO marketers ensure there's a limit to the number of times a particular image asset can be chosen for a customer?

- A. Set Fatigue Rules for the product Asset Classes.
- B. Utilize Einstein Engagement Frequency to send the emails less often.
- C. Ask the content team to create more images in order to diversify the asset pool.
- D. Set a Fallback Asset.

Answer: A

Explanation:

Fatigue Rules in Einstein Content Selection allow marketers to limit how many times a specific asset can be shown to a customer over a defined time frame. This ensures better asset variety and prevents customers from seeing the same content repeatedly.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Einstein Content Selection Fatigue Rules

"Fatigue rules allow you to set restrictions on how often an asset or class of assets appears to an individual over a specific timeframe, improving engagement and reducing redundancy."

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NEW QUESTION # 158

A customer wants to segment point of sale system data stored in Marketing Cloud with data from the Contact and Campaign objects in Salesforce.

Which two tools should be used? Choose 2 answers

- A. Salesforce Reports
- B. SQL Query Activity
- C. Synchronized Data Extensions
- D. Filter Activity

Answer: B,C

NEW QUESTION # 159

Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email.

Which personalization string should they include as the href attribute in the link?

- A. %%view_as_webpage%%
- B. %%view_online%%
- C. %%vawp%%
- D. %%view_email_url%%

Answer: D

Explanation:

This personalization string is used to direct a subscriber to a web version of the email, allowing them to view the email online even if their email client does not support HTML. For more information on personalization strings, please see the documentation here:

https://help.salesforce.com/articleView?id=mc_es_personalization_strings.htm&type=5.

NEW QUESTION # 160

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