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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q147-Q152):

NEW QUESTION # 147

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

Answer: D

NEW QUESTION # 148

Northern Trail Outfitters wants to implement a Welcome email. New subscribers signing up on their website should receive the email promptly. They are utilizing Marketing Cloud Connect to connect Sales Cloud and Marketing Cloud.

Which solution should capture the new subscribers?

- A. Batch file dropped to SFTP
- **B. Salesforce Triggered Sends**
- C. Smart Capture form on website
- D. File import to data extension

Answer: B

Explanation:

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, Northern Trail Outfitters should use Salesforce Triggered Sends.

Salesforce Triggered Sends are emails that are sent from Marketing Cloud in response to events or changes in Sales Cloud objects, such as contacts or campaign members. Salesforce Triggered Sends allow marketers to send timely and relevant emails based on Sales Cloud data and actions. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_salesforce_triggered_sends.htm&type=5

NEW QUESTION # 149

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest-value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should they use to create an audience for this campaign? Choose 3 answers

- **A. Last Purchase Date**
- **B. Lifetime Purchase Value**
- C. Ages in Household
- **D. Conversion Rate**
- E. Proximity to Store

Answer: A,B,D

NEW QUESTION # 150

Northern Trail Outfitters (NTO) send emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.

How could these auto-reply messages be enabled?

- **A. From the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section and select the HTML email from the 'define email' link.**
- B. Open Admin > Account Setting page in Email Studio and in the 'Auto Reply Email' section, select 'Custom' and paste the HTML email code into the text area field.
- C. Create a Triggered Send and on the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section, then select the Triggered Send email.
- D. Create a Triggered Send and from a Sender Profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the Triggered Send email.

Answer: A

NEW QUESTION # 151

Northern Trail (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Build to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could be using Automation Studio entirely.

Which three tasks would a consultant suggest for using Journey Builder instead of Automation Studio?

Choose 3 Answers

- A. Processing zipped encrypted files containing subscriber data
- B. Creating customer segments from multiple data extensions
- C. Setting behavior-based goals
- D. Designing decision logic via an intuitive user interface.
- E. Building simple segmented campaigns without SQL queries

Answer: C,D,E

Explanation:

Three tasks that a consultant would suggest for using Journey Builder instead of Automation Studio are:

* Building simple segmented campaigns without SQL queries. Journey Builder allows marketers to create simple segmented campaigns using filters and rules without writing SQL queries. Automation Studio requires SQL queries for creating complex segments using data extensions.

* Designing decision logic via an intuitive user interface. Journey Builder allows marketers to design decision logic using activities such as decision splits, engagement splits, or random splits via an intuitive user interface. Automation Studio requires scripting or coding for creating decision logic using activities such as script activities or verification activities.

* Setting behavior-based goals. Journey Builder allows marketers to set behavior-based goals using criteria such as email opens, clicks, conversions, or custom events. Automation Studio does not have a feature for setting behavior-based goals.

Processing zipped encrypted files containing subscriber data is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as file transfer activities or import file activities that can handle zipped encrypted files. Creating customer segments from multiple data extensions is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as query activities or filter activities that can create customer segments from multiple data extensions. References: https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio.htm&type=5

NEW QUESTION # 152

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