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## Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q22-Q27):

### NEW QUESTION # 22

A global marketing team has created an email using Content Builder Approvals and shared it with multiple business units in their Enterprise. Even though the email was approved, additional changes are needed.

What is the first action that should be taken to make the edits?

- A. Cancel send using email.
- B. Unshare the email.
- C. Withdraw email approval.

**Answer: C**

### NEW QUESTION # 23

A customer wants to create a loyalty program by Identifying all subscribers who clicked on a link within any email sent within the last six months.

What should be recommended?

- A. Create and execute a Tracking Extract.
- B. Create and execute a Data Filter on the \_Click data view.
- C. Create and execute a SQL Query against the \_Click data view.
- D. Create and execute a Subscriber Engagement report.

**Answer: C**

Explanation:

A SQL query is an automation studio activity that allows querying data from data extensions or data views using SQL statements. A data view is a system-generated table that stores information about subscriber actions, such as clicks, opens, bounces, etc. The \_Click data view contains information about each click event for each subscriber in the last six months. By creating and executing a SQL query against the \_Click data view, the customer can identify all subscribers who clicked on a link within any email sent within the last six months. Reference: [https://help.salesforce.com/articleView?id=sf.mc\\_as\\_sql\\_query\\_activity.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_as_sql_query_activity.htm&type=5)  
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### NEW QUESTION # 24

Northern Trail Outfitters has a strict policy that requires the legal team and marketing team to approve emails featuring professional athletes. What Approval Workflow should be used for this requirement?

- A. Custom Workflow
- B. Multi-Team Workflow
- C. Standard Workflow
- D. Two-Step Workflow

**Answer: B**

### NEW QUESTION # 25

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

- A. Filter Activity
- B. Group Refresh
- C. SQL Query Activity
- D. File Transfer Activity

**Answer: C**

### NEW QUESTION # 26

A mobile contact is not receiving SMS messages sent via MobileConnect.

In which two ways could a consultant troubleshoot this issue? (Choose 2 answers)

- A. Ensure the contact is subscribed to the correct keyword.
- B. Check the contact opt-in status in All Subscribers.
- C. Check the contact is subscribed to the correct short or long code.
- D. Ensure the "opt-in" box is checked in the Mobile Connect Demographics table.

**Answer: D**

### NEW QUESTION # 27

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