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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q74-Q79):

NEW QUESTION # 74

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- A. Use Data Designer in Contact Builder to relate the two data extensions.
- B. Configure activities within Automation Studio to update the purchase data.
- C. Utilize Entry Data on a Decision Split within Journey Builder.
- D. Create a Data Relationship in Email Studio to relate the two data extensions.

Answer: A,B

Explanation:

To evaluate if a customer has made a purchase after entering the journey, a Data Relationship or Data Designer is needed to relate the master data extension and the purchase data extension. Then, a Decision Split activity can use Entry Data or Contact Data to check the purchase status. Automation Studio activities are not needed for this process. References:

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

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

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

NEW QUESTION # 75

A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect. The trigger is on a Custom Object called 'Shipments' and is enabled for Triggered Sends in Setup.

Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

- A. There is a Master Detail Relationship from Contact to Shipment.
- **B. An Apex Trigger is created on the Shipment object.**
- C. The Shipment object requires a Lookup to Lead or Contact.
- **D. The Shipment object is on the Account Related List.**

Answer: B,D

NEW QUESTION # 76

Northern Trail Outfitters is interested in a solution to automate a process. They currently pull data into a spreadsheet to import into a extension for sending. The data warehouse can be configured to place a file daily on an SFTP.

Which three questions are relevant to determining a solution?

Choose 3 answers

- **A. Is the data file a delta or a historical file**
- B. Does the data extension have a data relationship?
- **C. Does someone need to be notified if an error happens on import?**
- D. Will the file have more than 5,000 rows?
- **E. Will the data file be placed on the SFTP at the same time daily?**

Answer: A,C,E

Explanation:

Three questions that are relevant to determining a solution for automating a process of importing data from a data warehouse into Marketing Cloud are:

* Is the data file a delta or a historical file? This question will help determine how to handle existing records and avoid duplication or overwrite. A delta file contains only new or updated records, while a historical file contains all records regardless of changes.

* Will the data file be placed on the SFTP at the same time daily? This question will help determine how to schedule an automation or trigger an event based on file drop. If the data file is placed on the SFTP at different times, then a File Drop Automation may be more suitable than a Scheduled Automation.

* Does someone need to be notified if an error happens on import? This question will help determine how to handle errors and exceptions during import. If someone needs to be notified, then an email notification activity or a verification activity may be added to the automation.

Whether the data extension has a data relationship or not is not relevant to determining a solution for importing data, as it is only used for creating relationships between data extensions in Email Studio. Whether the file has more than 5,000 rows or not is not relevant to determining a solution for importing data, as it does not affect how data is imported or processed. References:

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

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

NEW QUESTION # 77

A company is hosting a series of events and wants its customers who register to enter into a journey.

Which two methods are viable configurations for entry? (Choose two.)

- A. A form hosted on the company website that fires the entry event via SOAP API.
- B. A form hosted on the company website that fires the entry event via REST API.
- C. A SmartCapture form hosted in CloudPage that populates the entry source.
- D. A SmartCapture form hosted in CloudPages that updates a Profile attribute.

Answer: B,C

NEW QUESTION # 78

A customer wants to configure appointment reminders for patients in their clinic. The reminder should be sent day before the appointment date at 10 a.m and the appointment record should be updated in the patient was sent a reminder email. What solution could be recommended?

- A. Create a daily scheduled automation to refresh the audience, and use Data Extension entry source for a journey with activates a reminder and updates the record in CRM.
- B. Create a daily scheduled automation to refresh the audience, and use Automation Studio activities to send a reminder with AMPscript in the message to update the record in Synchronized Data Extension.
- C. Create a journey with CRM data source triggered on the reminder data and use Journey Builder activities to send a reminder and update the record in Synchronized Data Extension.
- D. Create a journey with CRM date based entry source, and use journey Builder activates to send a reminder and update the record in CRM.

Answer: D

Explanation:

A journey with CRM date based entry source can be used to trigger emails based on a date field in the CRM object, such as the reminder date. The journey can also use the Update Contact activity to update the record in CRM after sending the reminder email.

References:

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

NEW QUESTION # 79

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