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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q46-Q51):

NEW QUESTION # 46

Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as part of the newsletter.

Which two solutions could pull in the RSS feed at the time of send?

Choose 2 answers

- A. Personalization Strings
- B. Dynamic Content
- C. External Content

- D. AMPscript

Answer: C,D

Explanation:

Explanation

Two solutions that could pull in the RSS feed at the time of send for Northern Trail Outfitters' weekly email newsletter are: AMPscript. AMPscript is a scripting language that can be used to retrieve and display dynamic content from external sources, such as RSS feeds, in emails.

External Content. External Content is a feature that allows marketers to create blocks of content from external sources, such as RSS feeds, in Content Builder.

Dynamic Content is not a solution for pulling in RSS feeds, as it is used to display different content based on subscriber attributes or rules. Personalization Strings are not a solution for pulling in RSS feeds, as they are used to display subscriber or account information in emails. References:

<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-co>

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

NEW QUESTION # 47

Northern Trail Outfitters wants to automate a weekly SMS message to be sent to anyone who has a birthday that week. They have created the Outbound Message in MobileConnect and have a Filtered List created for every contact who provided birth date information.

Which activities would Marketing Cloud use to automate this campaign?

- A. Refresh Mobile Filtered List and Outbound Send
- B. Refresh Mobile Filtered List and Send SMS
- C. Import Mobile Contacts and Outbound Send
- D. Import Mobile Contacts and Send SMS

Answer: A

Explanation:

Explanation

To automate a weekly SMS message to contacts who have a birthday that week, the Refresh Mobile Filtered List activity can be used to update the filtered list based on the birth date criteria. The Outbound Send activity can then be used to send the SMS message to the contacts in the filtered list. References:

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

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

NEW QUESTION # 48

A customer wants to reports on 'Not Sent' contacts in Journey Builder.

Which method should be used?

- A. Create an Analytics Builder Discover report.
- B. Use an automation with Tracking Extract.
- C. Use the standard report 'Subscribers Not Sent to'.
- D. Query the _sent Data View for the contact's send status.

Answer: B

Explanation:

To report on 'Not Sent' contacts in Journey Builder, Northern Trail Outfitters should use the standard report 'Subscribers Not Sent to'. This report shows how many contacts were not sent an email due to various reasons, such as unsubscribes, bounces, duplicates, or errors. References: https://help.salesforce.com/s/articleView?id=sf.mc_m_subscribers_not_sent_to_report.htm&type=5

NEW QUESTION # 49

A customer wants to send SMS messages as part of a Journey. They are concerned the messages will deploy when subscribers are

asleep. If a subscriber qualifies to receive an SMS message as part of the journey between 1 a.m. and 6 a.m., the customer prefers the message to not be sent.

What solution should a consultant recommend to meet the criteria?

- A. Run an Import Definition at 12 a.m. to create a suppression list.
- B. Create a Journey Goal to exit subscribers from the Journey.
- C. Create and enable a **BLOCKOUT** window In MobileConnect.
- D. Run a SQL Query at 12:30 a.m. to create a suppression list.

Answer: C

NEW QUESTION # 50

Northern Trail Outfitters wants to encourage customers who made a purchase on their website without leaving a review to come back and review their purchase. They want to use Journey Builder to automatically inject contacts who meet these criteria into a Journey.

What product should be recommended?

- A. Web Analytics Connector
- B. Data Studio
- C. Audience Studio
- D. Google Analytics 360

Answer: A

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is B - Web Analytics Connector (WAC).

* Web Analytics Connector allows you to capture website events (like a purchase or non-review event) and pass them back to Marketing Cloud.

* You can use WAC to inject those contacts into Journey Builder automatically based on behavioral criteria.

#Why others are wrong:

* A: Audience Studio (DMP) is for paid media audiences - not for direct injection based on onsite behavior.

* C: Data Studio is a marketplace for audience data - not used for connecting web behaviors.

* D: Google Analytics 360 is for analyzing web behavior, but on its own, it doesn't push contacts into Journeys without customization.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Web Analytics Connector Overview:

"Use Web Analytics Connector (WAC) to capture web behavior and automate customer journey entry based on onsite actions such as purchases, page visits, or abandoned activities." (Source:https://help.salesforce.com/s/articleView?id=sf.mc_wac_overview.htm)

NEW QUESTION # 51

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