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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q106-Q111):

NEW QUESTION # 106
By which three standard methods could contacts be injected into a journey? Choose 3 answers

- A. CloudPages Form Submit Event
- B. Predictive Intelligence Event
- C. Date-Based Event
- D. Mobile Response Event
- E. Sales/Service Cloud Event

Answer: A,C,E

NEW QUESTION # 107
A data team wants to automate that sync of subscribers' Unsubscribes and status from their enterprise account to their external CRM In one consolidated file. They need to find subscribers In their Marketing Cloud account and their unsubscribe data for child business units.
Which two data views would they use to achieve this?
Choose 2 answers

- A. _Unsubscribe
- B. _Subscribers
- C. _BusinessUnitUnsubscribes
- D. _Complaint

Answer: B,C

Explanation:
The _Subscribers data view contains information about each subscriber in an account, such as subscriber key, email address, status, and business unit ID. The _BusinessUnitUnsubscribes data view contains information about each unsubscribe event for each subscriber in a business unit, such as subscriber key, business unit ID, and unsubscribe date. By using these two data views, the data team can find subscribers in their Marketing Cloud account and their unsubscribe data for child business units. Reference: https://help.salesforce.com/articleView?id=sf.mc_as_data_view_subscribers.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_as_data_view_businessunitunsubscribes.htm&type=5

NEW QUESTION # 108
What is a Master Unsubscribe?

- A. When a subscriber unsubscribes from a Publication list via an email unsubscribe link
- B. When a subscriber unsubscribes from a list in the Subscription Center
- C. When a subscriber unsubscribes from all emails sent from an account
- D. When a subscriber unsubscribes from all emails sent from the Salesforce Marketing Cloud

Answer: C

NEW QUESTION # 109
An analytics team wants to get hourly updates on email metrics (send, open, click) to provide timely next best actions to the sales team.
What method should the team use?

- A. Send Logs
- B. Tracking Extracts

- C. Data views
- D. Scheduled Reports

Answer: C

Explanation:
Data views are system-generated tables that store information about subscriber actions, such as sends, opens, clicks, bounces, etc. Data views can be queried using SQL statements in automation studio or query studio to retrieve email metrics for analysis and reporting purposes. Data views store data for up to six months (or longer for some tables), and can be queried as frequently as needed, such as hourly or daily. Reference: https://help.salesforce.com/articleView?id=sf.mc_as_data_views.htm&type=5

NEW QUESTION # 110

Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers. Which feature allows NTO to easily target this segment?

- A. Publication List
- B. Filtered Group
- C. List Detective
- D. Smart Capture

Answer: B

NEW QUESTION # 111

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