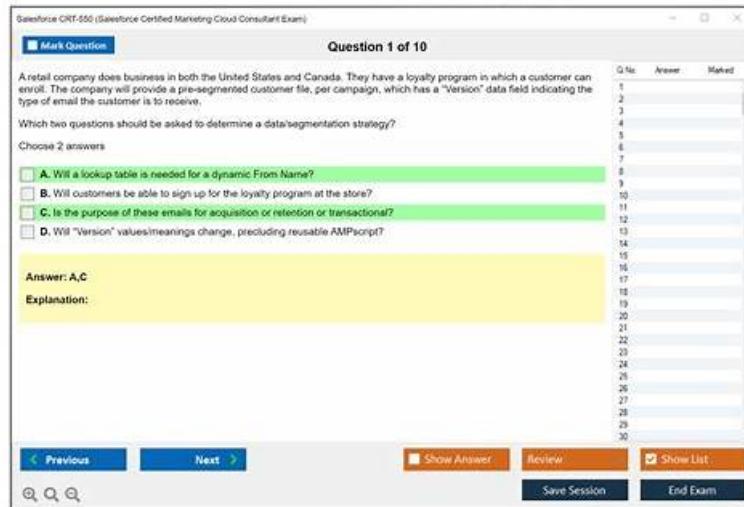


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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q121-Q126):

NEW QUESTION # 121

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. Lifetime Purchase Value
- B. Conversion Rate

- C. Ages in Household
- **D. Last Purchase Date**
- E. Proximity to Store

Answer: A,B,D

NEW QUESTION # 122

Northern Trail Outfitters (NTO) is launching a new subsidiary brand, Cloud Kicks, within the next six months. Cloud Kicks anticipates sending approximately 50,000 emails per month from a child business unit. NTO will execute a large campaign announcing and associating itself with Cloud Kicks as part of the brand kickoff and is comfortable sharing digital properties with them. Cloud Kicks wants to utilize a custom sending domain, but deliverability is a primary concern. What approach should be recommended?

- **A. A Sender Authentication Package should be used for CloudKicks.**
- B. A Private Domain should be applied to the parent business unit.
- C. A Private Domain should be applied to the child business unit.
- D. A new Sender Authentication Package should be used for NTO.

Answer: A

Explanation:

Explanation

To use a custom sending domain and maintain deliverability for Cloud Kicks, Northern Trail Outfitters should use a Sender Authentication Package (SAP) for Cloud Kicks. A SAP is a tool that allows marketers to authenticate their emails with their own domain name and branding elements, such as links and images. A SAP also helps improve deliverability by increasing sender reputation and avoiding spam filters.

A new SAP for NTO is not needed, as they already have one for their existing brand. A private domain is not recommended for Cloud Kicks, as it does not provide full authentication or branding benefits as a SAP does.

References:

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

NEW QUESTION # 123

Northern Trail Outfitters (NTO) wants to import recent customer transaction data from their data warehouse into Marketing Cloud on a nightly basis. They plan to create a File Drop Automation to trigger an automation when a data file is transferred from the data warehouse to the import folder in their Enhanced FTP account.

NTO notes that user passwords expire every 90 days and they do not want to update their file transfer script on the data warehouse each time a password changes and they do not want to compromise security.

Which solution should the consultant recommend?

- A. Upload data files to Marketing Cloud using SFTP instead of FTP
- **B. Request SSH key authentication to be enabled for the FTP user and create an SSH Key in KeyManagement**
- C. Contact the Marketing Cloud account representative to enable Single Sign-On Authentication using SAML
- D. Enable the 'Exclude FTP Users From Password Expiration' option in Setup > Security Settings

Answer: B

Explanation:

Explanation

SSH key authentication is a method of authenticating FTP users using SSH keys instead of passwords. SSH keys are more secure than passwords because they are encrypted and do not expire or need to be changed periodically. By requesting SSH key authentication to be enabled for their FTP user and creating an SSH key in key management, NTO can upload data files to Marketing Cloud using SFTP without having to update their file transfer script on the data warehouse each time a password changes and without compromising security.

References:

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

NEW QUESTION # 124

Northern Trail Outfitters wants to create a query to populate a data extension with email subscribers who belong to a specific publication list.

Which Data View could they use to achieve this?

- A. `_Subscribers`
- **B. `_ListSubscribers`**
- C. `_EnterpriseAttribute`
- D. `_PublicationSubscriber`

Answer: B

Explanation:

The `_ListSubscribers` data view contains information about subscribers who belong to a specific list, including publication lists. It can be used to query subscribers based on their list ID, status, and date joined or unsubscribed. References:

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

NEW QUESTION # 125

Northern Trail Outfitters (NTO) wants to find ways to better drive return on investment and growth via their marketing sends. They plan to centralize their analytics data to allow for a more efficient analysis of this data across all of their campaigns. NTO currently has Marketing Cloud, Sales Cloud, and a third-party warehouse service.

What product would help their use case?

- **A. Datorama**
- B. Report Studio
- C. Web Analytics Connector
- D. Interaction Studio

Answer: A

Explanation:

Datorama is a product that enables marketers to connect and unify their data sources, visualize and analyze their data, and optimize their marketing performance. Datorama can help NTO centralize their analytics data from Marketing Cloud, Sales Cloud, and other sources, and provide insights and recommendations to drive return on investment and growth via their marketing sends. References:

<https://www.salesforce.com/products>

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NEW QUESTION # 126

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