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## **Salesforce Certified Marketing Cloud Consultant Sample Questions (Q157-Q162):**

### **NEW QUESTION # 157**

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

**Answer: B,D**

### **NEW QUESTION # 158**

Northern Trail Outfitters wants to monitor available coupon codes and sends a notification to their email specialist instructing them to request more codes for importing if the available coupon count falls below 500 available codes.

Which two activities would be automation?

Choose 2 answers

- A. Verification Activity
- B. Filter Activity
- C. Import Activity
- D. Data Extract Activity

**Answer: A,B**

Explanation:

A verification activity is an automation studio activity that allows checking the record count or field value of a data extension and sending a notification email if it meets certain criteria. A filter activity is an automation studio activity that allows filtering records from a source data extension into a target data extension based on filter criteria. By using these two activities in an automation, NTO can monitor available coupon codes in their coupon data extension and send a notification email to their email specialist if the available coupon count falls below 500. An import activity is used to import data from an external file or data source into a data extension, which is not relevant for this use case. A data extract activity is used to extract data from a data extension or data view into a file, which is also not relevant for this use case. References:

[https://help.salesforce.com/articleView?id=sf.mc\\_as\\_verification\\_activity.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_as_verification_activity.htm&type=5) <https://help.salesforce.com>

### **NEW QUESTION # 159**

Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.

How could they resolve this issue?

- A. Configure the phone field in Salesforce as US locale.
- B. Select 'US' as the sending country in SMS activity.
- C. Select 'Normalize Phone Number\*' in Journey settings.
- D. Format the phone field in Salesforce as +[phonenumber],

**Answer: D**

Explanation:

Explanation

To send SMS messages to contacts located in the United States using a Salesforce entry event in a journey, NTO should format the phone field in Salesforce as +[phonenumbers], where +1 is the country code for the United States and [phonenumbers] is the 10-digit phone number without any spaces or dashes. This format ensures that Marketing Cloud can correctly identify and validate the mobile numbers for SMS sending.

Normalizing phone numbers in journey settings only applies to mobile numbers stored in MobileConnect or MobilePush demographics tables, not to mobile numbers from Salesforce entry events. Selecting 'US' as the sending country in SMS activity only affects how opt-out keywords are processed, not how mobile numbers are validated. Configuring the phone field in Salesforce as US locale only affects how phone numbers are displayed in Salesforce, not how they are formatted for Marketing Cloud.

References:

[https://help.salesforce.com/articleView?id=sf.mc\\_m\\_june\\_2020\\_moc\\_normalize\\_phone\\_number\\_journey\\_setting.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_m_june_2020_moc_normalize_phone_number_journey_setting.htm&type=5)

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**NEW QUESTION # 160**

Northern Trail Outfitters (NTO) wants to send out a communication to subscribers who have not made a purchase the last six months. Customers are often opted-in to more than one messaging channel. NTO would like to be able to communicate the same message across all channels.

Which flow would meet their needs?

- A. Import Activity > Decision > Journey Activities
- B. **Salesforce Entry Event > Query Activity > Automation Studio Activities**
- C. Query Activity > API Event > Automation Studio Activities
- D. Query Activity > Data Extension Entry Source > Journey Activates

**Answer: B****NEW QUESTION # 161**

Northern Trail Outfitters and its subsidiaries use Sales Cloud and Marketing Cloud to send customers frequent email communications of new products and updates on their portfolios. They have noticed the messages and branding being sent varies greatly and would like to create a better customer experience.

What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

- A. Marketing Cloud Connect
- B. Distributed Sending
- C. Einstein Content Selection
- D. **Distributed Marketing**

**Answer: D****NEW QUESTION # 162**

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Krzysztof Cwalina is a Program Manager on Marketing-Cloud-Consultant the Common Language Runtime team at Microsoft Corporation. The author helps you cut through vendor marketing hype by presenting Marketing-Cloud-Consultant Valid Study Guide a clear, logical formula to help you choose between the two technologies.

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