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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q90-Q95):

NEW QUESTION # 90
An existing triggered send needs to be updated with new content
Select the correct sequence

Answer:

Explanation:
Pause message interaction, Edit message content, Publish changes, Start triggered email interaction

NEW QUESTION # 91

Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for socialadvertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time via API. They want to configure their customer data for long-term cleanliness and maintainability.

Which two best practices should beutilized? (Choose 2 answers)

- A. Regularly merge duplicate contacts to keep trackingdata accurately.
- B. Define the subscriber key as a unique value that does not relate to a specific channel.
- C. Configure Contact Builder to automatically generate a unique subscriber key.
- D. When using an external database of record, utilize that system's identifier as thecontact key.

Answer: B,D

Explanation:
Explanation
Two best practices that should be utilized for configuring customer data for long-term cleanliness and maintainability are:
When using an external database of record, utilize that system's identifier as the contact key. This will ensure that contacts can be identified and tracked across different channels and platforms using a consistent and persistent value.
Define the subscriber key as a unique value that does not relate to a specific channel. This will allow contacts to change their email or mobile device without affecting their subscriber key or losing their tracking history.
Configuring Contact Builder to automatically generate a unique subscriber key is not recommended, as it may create duplicate or inconsistent records if contacts already have an identifier in another system. Regularly merging duplicate contacts is not a best practice, but rather a remedial action that should be avoided by using proper data hygiene techniques. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5

NEW QUESTION # 92

Northern Trail Outfitters wants to send special discount offer to engaged customers on their email list.
What should be resolved prior to generating the audience?

- A. Who the offer come from
- B. When to send the email
- C. What the offer will be
- D. How to determine engagement

Answer: D

Explanation:
Explanation
How to determine engagement should be resolved prior to generating the audience for sending a special discount offer to engaged customers on their email list. Engagement is a measure of how subscribers interact with emails, such as opening, clicking, or converting. Different criteria can be used to define engagement, such as frequency, recency, duration, or channelpreference.
Determining engagement can help segment the audience and target the most relevant customers for the offer. References: https://help.salesforce.com/s/articleView?id=sf.mc_es_engagement_split.htm&type=5https://help.salesforce.com

NEW QUESTION # 93

For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering implementing Tokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive emails per year.

Which two considerations should be made about Tokenized Sending? (Choose 2 answers)

- A. Journey Builder Decision Splits provide a method to access data of Tokenized data natively.
- B. Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
- C. Tokenized Sending should be combined with field-level data encryption for additional security.
- D. Personalization Strings still allow PII to be displayed within an email.

Answer: A,B

NEW QUESTION # 94

Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.

Which two reasons could be the cause? (Choose 2 answers)

- A. Synchronized Data Sources only push data every 15 minutes
- B. Email Address was used as Subscriber Key
- C. ContactID was used as Subscriber Key
- D. Individual Level Tracking was not selected in Marketing Cloud Configuration

Answer: B,D

Explanation:
* If Email Address is used as the Subscriber Key instead of ContactID or LeadID, Salesforce cannot map tracking data back to the CRM records, because Marketing Cloud Connect requires a direct relationship to a Lead, Contact, or User ID.
* If Individual Level Tracking is not enabled in the Marketing Cloud Connector settings, tracking information is not pushed back to individual Contact or Lead records.
-
Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Marketing Cloud Connect Tracking
"Marketing Cloud Connect tracking requires that Subscriber Key matches ContactID, LeadID, or UserID. If Email Address is used instead, tracking cannot be attributed." Source: Salesforce Help - Individual Email Results Tracking
"Individual Level Tracking must be selected to enable tracking data writeback at the individual record level."
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NEW QUESTION # 95

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