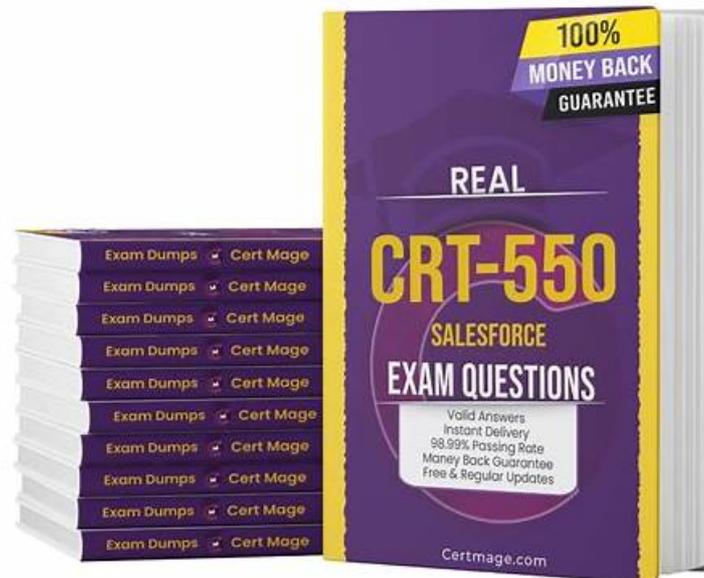


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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q115-Q120):

NEW QUESTION # 115

Northern Trail Outfitters wants to set up an automation that imports a file and sends an email to the contacts when the file is dropped on the SFTP. The name of the file will change, though it will always start with `thankyou_customers`. How would they set up the Import Activity to know the name of the file?

- A. Set File Naming Pattern to `%%AUTOMATED_FILENAME%%`
- B. Set File Naming Pattern to `%%BASEFILENAME_FROM_TRIGGER%%`
- C. Filename is automatically passed to Import Activity with File Drop Automations
- D. Check the 'Use filename from Automation' checkbox

Answer: C

Explanation:

In Marketing Cloud's Automation Studio, when configuring a File Drop Automation, the system automatically detects and uses the file that triggers the automation. The Import File Activity within this automation doesn't require a specific filename; instead, it processes the file that initiated the automation.

Therefore, there's no need to set a dynamic file naming pattern or check additional options.

Reference:

Salesforce Help: File Drop Automations

NEW QUESTION # 116

A customer's web developer team is creating a form that will leverage a Marketing Cloud REST API endpoint to upsert rows into a data extension.

How should the consultant create an installed package in Marketing Cloud to facilitate this functionality?

- A. Ensure the package scope includes Read and Write permissions for data extensions.
- B. Instruct the web team to store the client ID and secret in the client-side code.
- C. Create a separate installed package for each individual web form.
- D. Enable the package for all business units in the MarketingCloud account.

Answer: A

Explanation:

Explanation

Creating an installed package in Marketing Cloud with Read and Write permissions for data extensions should be used to facilitate the functionality of upserting rows into a data extension using a REST API endpoint. An installed package is a container for one or more API integrations that provides authentication credentials and permissions for accessing Marketing Cloud resources. Read and Write permissions for data extensions allow the API integration to retrieve and modify data in data extensions. References:

https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/create_a_package.html<https://developer>.

NEW QUESTION # 117

Northern Trail (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Builder to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could be using Automation Studio entirely.

Which three tasks would a consultant suggest for using Journey Builder instead of Automation Studio?

Choose 3 Answers

- A. Designing decision logic via an ... user interface.
- B. Building simple segmented campaigns without SQL queries
- C. Creating customer segments from multiple data extensions
- D. Processing zipped encrypted files containing subscriber data
- E. Setting behavior-based goals

Answer: A,B,E

Explanation:

Explanation

Three tasks that a consultant would suggest for using Journey Builder instead of Automation Studio are:

Building simple segmented campaigns without SQL queries. Journey Builder allows marketers to create simple segmented campaigns using filters and rules without writing SQL queries. Automation Studio requires SQL queries for creating complex segments using data extensions.

Designing decision logic via an intuitive user interface. Journey Builder allows marketers to design decision logic using activities such as decision splits, engagement splits, or random splits via an intuitive user interface. Automation Studio requires scripting or coding for creating decision logic using activities such as script activities or verification activities.

Setting behavior-based goals. Journey Builder allows marketers to set behavior-based goals using criteria such as email opens, clicks, conversions, or custom events. Automation Studio does not have a feature for setting behavior-based goals.

Processing zipped encrypted files containing subscriber data is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as file transfer activities or import file activities that can handle zipped encrypted files. Creating customer segments from multiple data extensions is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as query activities or filter activities that can create customer segments from multiple data extensions. References:

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

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

NEW QUESTION # 118

Northern Trail Outfitters is migrating from a legacy emailing tool to Marketing Cloud. As part of the migration, they have to go through a security review. Their data privacy team has made it clear that the data in the sandbox should never be mixed with data in production during testing cycles.

What recommendation would a consultant provide on the architecture to fulfill this requirement?

- A. Ensure test sends are done from data extensions with attribute 'Is Testing'.
- B. Use Subscriber Filter per business unit to filter production from test data.
- **C. Implement two separate Marketing Cloud instances.**
- D. Create one or more additional business units for testing.

Answer: C

Explanation:

Explanation

To fulfill the requirement that the data in the sandbox should never be mixed with data in production during testing cycles, Northern Trail Outfitters should implement two separate Marketing Cloud instances. A Marketing Cloud instance is an independent environment that contains its own data, configuration, and functionality. Having two separate instances for sandbox and production will ensure data isolation and security during testing cycles.

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

NEW QUESTION # 119

A customer has an eCommerce site and Imports data into three data extensions daily; 'Orders', 'Order_Details' and 'Products' the data extension contains the following information:

* Orders: OrderId, CustomerId, OrderNumber, OrderDate, OrderTotal, GrandTotal

* Order_Details: ProductId, OrderId, Qty, UnitPrice, ExtendedPrice, Discount

* Products: ProductId, SKU, Name, Description, Cost, Price

What two actions should be taken in Data Designer?

- A. Create a one-to-one relationship between Orders and order_Details
- B. Create a one-to-many relationship between Orders and Order_Details
- **C. Create a one-to-one relationship between the contact record and Order_Details**
- **D. Create a one-to-one relationship between Order_Details and Products**

Answer: C,D

NEW QUESTION # 120

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