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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q82-Q87):

NEW QUESTION # 82

When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop.

Which solution should the consultant recommend?

- A. Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.
- B. Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.
- C. Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.
- D. Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.

Answer: D

Explanation:

The best practice is:

* Use Automation Studio to process the incoming file (import, validate, segment new customers).

* Then inject the properly prepared audience into Journey Builder for decisioning, sending, and managing wait steps with Send Time Optimization.

Journey Builder is ideal for managing personalized campaigns over time, while Automation Studio is suited for heavy data processing and segmentation.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Automation Studio and Journey Builder Best Practices

"Use Automation Studio to prepare and transform data before injecting into Journey Builder for personalized messaging, campaign orchestration, and Send Time Optimization." Source: Salesforce Help - Journey Builder Overview

"Journey Builder manages multi-step, personalized customer journeys that adapt based on contact behavior and timing."

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NEW QUESTION # 83

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud.

What solution should be recommended for execution efficiency?

- A. Use Automation Studio and Salesforce sends with campaign as an audience.
- **B. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.**
- C. Use send from Salesforce CRM and Salesforce report to prepare personalization data.
- D. Use Automation Studio to prepare personalization data and initiate journey.

Answer: B

NEW QUESTION # 84

Scenario: NTO has configured Reply Mail Management (RMM) to handle manual unsubscribe requests.

However, customers are still receiving marketing emails despite sending unsubscribe phrases like "take me off your list" or "opt out".

How could this behavior be corrected?

- **A. Ensure the two phrases are added to a filtered keyword list**
- B. Ensure the DNS Record Redirect is correctly configured
- C. Ensure the two phrases are added to the "Filtered Keywords" data extension
- D. Ensure "Common Misspellings" is selected as one of the Reply Filters

Answer: A

Explanation:

The correct answer is B, because:

In Salesforce Marketing Cloud, Reply Mail Management (RMM) processes replies to email messages and can automatically take action - such as unsubscribing a user - when specific unsubscribe keywords are detected.

Salesforce official documentation states:

"Reply Mail Management uses filtered keywords to identify unsubscribe requests. You must configure these keywords manually. If users reply with phrases not included in the filtered keyword list, they won't be unsubscribed automatically." (Source: Salesforce Marketing Cloud Reply Mail Management Overview) Thus, if phrases like "take me off your list" or "opt out" are not yet added to the filtered keyword list, RMM will not recognize them as unsubscribe requests, and no action (unsubscribe) will be taken.

To correct this:

* You must add custom phrases such as "take me off your list" and "opt out" to the Filtered Keywords list in RMM settings.

Why the other options are wrong:

* # A. Ensure the DNS Record Redirect is correctly configured:

* DNS redirection issues affect reply routing, not keyword detection.

- * # C. Ensure the two phrases are added to the "Filtered Keywords" data extension:
- * There is no "Filtered Keywords" data extension. It's a configuration inside RMM settings, not a data extension.
- * # D. Ensure "Common Misspellings" is selected as one of the Reply Filters:
- * "Common Misspellings" handles typos but won't automatically detect entirely new phrases unless those phrases are explicitly added.

Further reference:

"Customizing the filtered keywords list improves unsubscribe recognition. Without these custom keywords, subscriber responses will not trigger the intended actions." (Source: Salesforce Marketing Cloud Admin Guide - Reply Mail Management Configuration) Thus, B is the correct solution.

NEW QUESTION # 85

Northern Trail Outfitters wants to use Marketing Cloud to send notifications to customers when their orders are ready for in-store pickup. The notifications can be either SMS or email depending on their communications preference. How should the consultant set this up?

- A. Create an Outbound Message in MobileConnect with AMPscript in body to trigger an email confirmation as a fallback.
- B. Journey Builder Transactional Send Journey.
- **C. Journey Builder multi-step journey with an API entry event and a decision split.**
- D. Automation with a Send SMS and Send Email activity in separate consecutive steps.

Answer: C

Explanation:

To send notifications to customers when their orders are ready for in-store pickup via SMS or email depending on their communications preference, Northern Trail Outfitters should use a Journey Builder multi-step journey with an API entry event and a decision split. A Journey Builder multi-step journey allows marketers to create personalized customer experiences across different channels and platforms. An API entry event allows marketers to inject contacts into a journey based on real-time events or data from external systems, such as order status updates. A decision split allows marketers to route contacts to different paths or activities based on their attributes or behaviors, such as communications preference. 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_jb_api_event.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_jb_decision_split.htm&type=5

NEW QUESTION # 86

Northern Trail Outfitters wants to query Marketing Cloud for send data across SMS, Push, and Email. What would a consultant recommend?

- **A. _Send Data Views**
- B. Send Logs
- C. Tracking Extracts
- D. Contact History

Answer: A

Explanation:

_Send Data Views are built-in system tables in Marketing Cloud that capture detailed tracking data across multiple channels including Email, SMS, and Push. They can be queried via SQL Query Activities to extract insights about sends, clicks, opens, bounces, and more.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Data Views in Marketing Cloud

"_Send Data Views provide detailed tracking data for sends across all messaging channels, including Email, Mobile, and Push. Query these views for advanced reporting."

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NEW QUESTION # 87

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