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## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q31-Q36):

### NEW QUESTION # 31

A customer provides a file containing only new and updated subscriber records exported from its marketing database.

\* The file will be uploaded to the customer's Enhanced FTP automatically at 3 a.m. daily.

\* The customer requires that the import completes prior to 4 a.m.

\* On average, the file will contain about two million rows of data each day.

Based on the customer's requirements and recommended best practices, how should the daily file be imported?

- A. Import the file into a data extension, using the 'overwrite' method.
- B. Import the file into a list, using the 'add and update' method.
- **C. Import the file into a data extension, using the 'add and update' method.**
- D. Import the file into a list, using the 'update only' method.

**Answer: C**

Explanation:

Since Record count in more than 500 K so DE is used. New and Update is already specified in question.

### NEW QUESTION # 32

A customer wants to capture and categorize email Not Sent events and begin identifying trends. They want to keep the data in Marketing Cloud and run queries against the dataset. The customer created a data extension to receive the information.

Which order of Automation Studio activities should be recommended?

- A. SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File
- **B. Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File**
- C. Data Extract with the Data Extension Extract type > File Transfer to Safehouse > File Transfer unzip > SQL Query
- D. Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is C - Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File.

\* Tracking Extract Activity pulls detailed email event data, including 'Not Sent' events, into a compressed file (.zip).

\* You need a File Transfer Activity to move the file from the Safehouse and unzip it.

\* After unzipping, Import Activity loads the extracted data into a Data Extension where queries can run.

#Why others are wrong:

\* A and B: Data Extension Extract type is for DE records, not tracking events like Not Sent.

\* D: Data Factory Utility is not part of the standard Automation Studio activities for these operations.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Tracking Extract and Automation Studio:

"Use Tracking Extract to retrieve event-level data, including Not Sent events, then use a File Transfer Activity to unzip and import the extracted data for analysis or reporting." (Source: [https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_tracking\\_extract\\_activity.htm](https://help.salesforce.com/s/articleView?id=sf.mc_as_tracking_extract_activity.htm))

### NEW QUESTION # 33

A customer wants to automate the process of sending a series of welcome emails based on the subscriber's data.

\* Emails should be sent weekly for up to five weeks.

\* If a subscriber makes a purchase, they should stop receiving welcome emails.

\* A Boolean flag should be set in a data extension if the subscriber makes it through the welcome series.

Which steps should be used to accomplish this in Journey Builder?

- A. Random Split, Send Email, Wait Define Goal.
- B. Define Goal, Send Email, Wait, Decision Split.
- **C. Define Goal, Update Contact Data, Send Email, Wait.**
- D. Update Contact Data, Wait, Send Email, Join.

**Answer: C**

### NEW QUESTION # 34

A customer wants to send SMS messages as part of a Journey. They are concerned the messages will deploy when subscribers are asleep. If a subscriber qualifies to receive an SMS message as part of the journey between 1 a.m. and 6 a.m., the customer prefers the message to not be sent.

What solution should a consultant recommend to meet the criteria?

- A. Create and enable a BLOCKOUT window In MobileConnect.
- B. Create a Journey Goal to exit subscribers from the Journey.
- C. Run an Import Definition at 12 a.m. to create a suppression list.
- D. Run a SQL Query at 12:30 a.m. to create a suppression list.

**Answer: A**

Explanation:

Explanation

Creating and enabling a BLOCKOUT window in MobileConnect can be used to prevent SMS messages from being sent during certain hours of the day. A BLOCKOUT window is a time period during which no messages are sent or received by MobileConnect, regardless of when they were scheduled or triggered. References:

[https://help.salesforce.com/articleView?id=sf.mc\\_moc\\_blockout\\_window.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_moc_blockout_window.htm&type=5)

### NEW QUESTION # 35

Northern Trail Outfitters received an email about reaching API limits within Salesforce and they think this is caused by the integrated Marketing Cloud account.

Which two types of API calls are counted against the rolling 24-hour limit? (Choose 2 answers)

- A. SOAP API Calls updating objects
- B. Bulk API
- C. Login Calls
- D. CreateSalesforceObject() AMPscript

**Answer: A,D**

Explanation:

Salesforce enforces a 24-hour rolling limit on standard API calls.

\* SOAP API calls (such as updating objects) count toward this limit.

\* The AMPscript function CreateSalesforceObject() internally performs a Salesforce API call and is also counted toward the Salesforce daily API limits.

Login Calls and Bulk API operations have separate limit tracking and do not typically count against the standard 24-hour API limit.

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - API Request Limits and Allocations

# "API requests that create, retrieve, update, or delete records count against your daily API call limits. This includes SOAP API and REST API requests." Source: Salesforce Developer Documentation - CreateSalesforceObject() AMPscript

# "The CreateSalesforceObject function uses Salesforce SOAP API calls internally, and these requests count toward Salesforce API limits."

### NEW QUESTION # 36

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