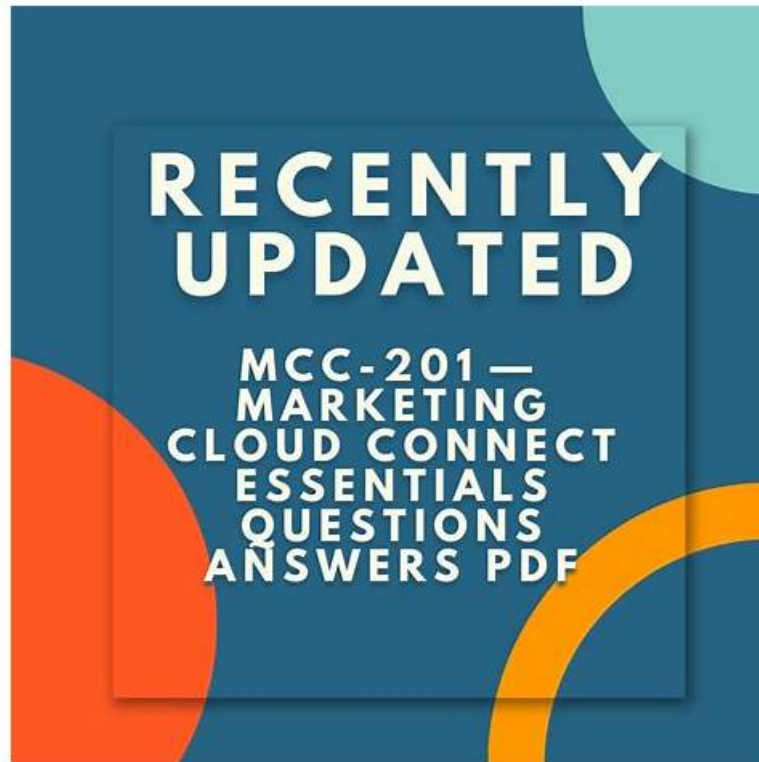


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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q74-Q79):

NEW QUESTION # 74

Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?

- A. Use a SQL Query to filter the audience into a new data extension that is overwritten each day
- B. Use SQL Query to filter the audience into a new data extension that is upserted every day
- **C. Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context**
- D. Use exclusion lists for the send - excluding those that already were sent the email

Answer: C

NEW QUESTION # 75

Northern Trail Outfitters has master data extension of 880,000 subscribers they want to randomly split into 11 groups to test different messaging strategies.

How could this be accomplished?

- **A. Create a random data extension within Email Studio.**
- B. Use Automation Studio with a random split activity.
- C. Use Journey Builder with a random split activity.
- D. Create a random data extension within Contact Builder.

Answer: A

NEW QUESTION # 76

Northern Trail Outfitters wants to have a periodic, dynamic newsletter send to a set data extension, but the data in this data extension will be regularly updated and the subscribers inside could be removed/added multiple times.

What option should speed up the delivery while meeting these criteria?

- **A. Scheduled Automation using a Send Activity**
- B. Scheduled Automation utilizing Triggered Send Emails
- C. Journey that allows re-entry after exiting
- D. Single Send Journey

Answer: A

Explanation:

A journey that allows re-entry after exiting can be used to have a periodic, dynamic newsletter send to a set data extension that changes from day-to-day. A journey with this setting can admit contacts into the journey multiple times as long as they meet the entry criteria. The View As Web Page link will not be broken when the audience is refreshed daily because the link is based on the Job ID and Subscriber ID, which are unique for each send. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_settings.htm&type=5

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

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

NEW QUESTION # 77

Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information.

How Should they configure these data sources?

- **A. Give users the Administrator Role so they can see all of the data.**
- B. Share data extensions from the top-level BU.
- C. Create a local copy of the product data in each BU.
- D. Use the File Transfer Activity to import data into each BU.

Answer: A

NEW QUESTION # 78

Northern Trail Outfitters (NTO) stores customer purchase data in an external system. NTO ingests this data into Marketing Cloud through a file drop automation. The automation contains an import activity which overwrites a staging data extension, as well as an SQL Query activity which brings this data into a sendable data extension.

NTO's marketing manager wants to be informed if more than 1,000 records are ever imported through this automation, and would also like to prevent the sendable data extension from being updated that day.

Which solution is appropriate in this situation?

- A. Write a custom SSJS script to
- B. validate the row count of the staging data extension and send a notification email.
- C. Implement a Wait Activity to wait until the data extension is populated with records.
- **D. Place a Verification Activity between the import and SQL Query activity.**
- E. Split the existing activities into two separate automations.

Answer: D

Explanation:

To inform NTO's marketing manager if more than 1,000 records are ever imported through this automation, and prevent the sendable data extension from being updated that day, the consultant should place a Verification Activity between the import and SQL Query activity. A Verification Activity is an activity that allows marketers to verify if certain conditions are met before proceeding with the next activity in an automation. For example, a Verification Activity can check if the number of records in a data extension is above or below a specified threshold, and send an email notification or stop the automation based on the result.

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

NEW QUESTION # 79

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