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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q74-Q79):

NEW QUESTION # 74

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Regional or Local Administrator
- B. **Marketing Cloud Channel Manager**
- C. **Marketing Cloud Administrator**
- D. Marketing Cloud Email Marketing Manager

Answer: B,C

NEW QUESTION # 75

A retail company needs to create journeys that will target subscribers based on website behavior. They have identified 3 separate groups:

- * Customers who searched for an item on their website.
- * Customers who abandoned a cart on their website.
- * Customers who made a purchase on their website.

What should the consultant ask in order to design the data structure for this solution? Choose 3 answers

- A. How many messages should be included in each journey?
- B. **Should a single customer exist in multiple journeys at the same time?**
- C. **How are subscribers identified in your web analytics?**
- D. **How long after the behavior occurs will a subscriber need to enter a journey?**
- E. Should customers exit the journey when the goal is met?

Answer: B,C,D

NEW QUESTION # 76

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement?

- A. **Scheduled Automation, SQL Query Activity, Data Extension Entry, Task Activity**
- B. Scheduled Automation, Filter Activity, Data Extension Entry, Contact Activity
- C. API Event Entry, SQL Query Activity, Task Activity
- D. Salesforce Data Entry, SQL Query Activity, Task Activity

Answer: A

Explanation:

To create a task on Contact and Lead records for follow up when someone has not opened five emails in a row, a scheduled automation can be used to run a SQL query activity that selects the subscribers who meet this criteria from the _Open data view and inserts them into a data extension. The data extension can then be used as an entry source for a journey that has a task activity to create the task in Sales Cloud. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_open.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_jb_task_activity.htm&type=5

NEW QUESTION # 77

A company collects subscriptions on its website. It does the following:

- * Compiles that subscription list in a database in the website Content Management System (CMS).
- * Posts this encrypted list to Marketing Cloud nightly at 11 p.m.
- * Uses Marketing Cloud as the database of record.
- * Sends up to five emails a week based on subscriber engagement with prior sends.

Which automation sequence (excluding waits) should cover these requirements?

- A. File Transfer, Import, Measures, Sends
- **B. File Transfer, Import, Query, Sends**
- C. File Transfer, Data Extract, Filters, Sends
- D. File Transfer, Query, Measures, Sends

Answer: B

NEW QUESTION # 78

A mobile contact is not receiving SMS messages sent via MobileConnect.

In which two ways could a consultant troubleshoot this issue? (Choose 2 answers)

- A. Check the contact opt-in status in All Subscribers.
- B. Check the contact is subscribed to the correct short or long code.
- C. Ensure the contact is subscribed to the correct keyword.
- **D. Ensure the "opt-in" box is checked in the Mobile Connect Demographics table.**

Answer: D

NEW QUESTION # 79

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