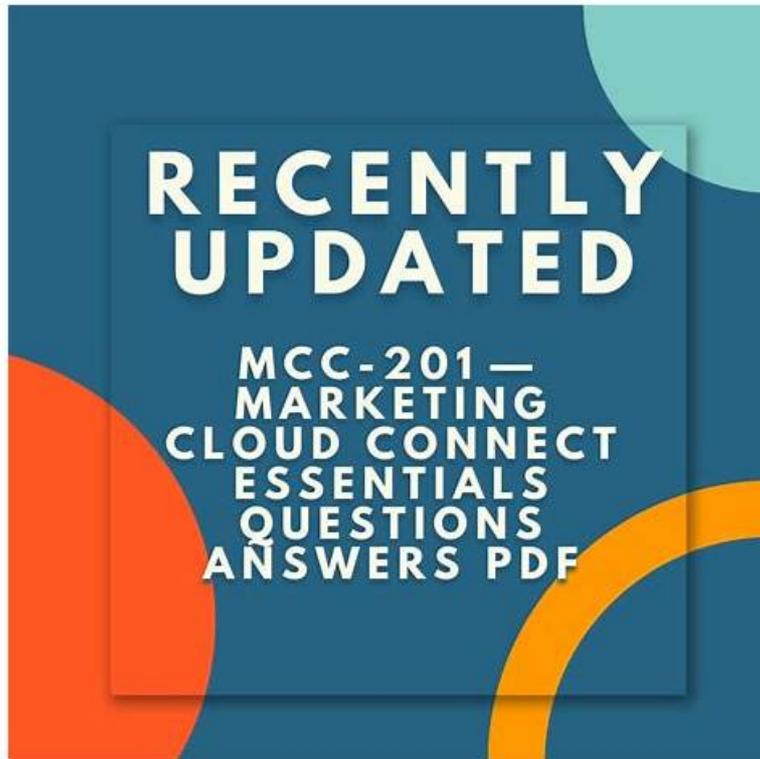


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## Salesforce Marketing Cloud Connect Essentials Sample Questions (Q18-Q23):

### NEW QUESTION # 18

An entertainment customer has added a new business unit for one of its record labels. It has also purchased a Sender Authentication

Package (SAP) and owns the branded domain.  
What is necessary to complete SAP setup?

- A. Delegate a specific subdomain to the Marketing Cloud name servers.
- B. Configure link wrapping to redirect to the business unit's subdomain.
- C. Route the domain through an IP address unique to the business unit.
- **D. Configure custom Reply Mail Management for the business unit's subdomain.**

**Answer: D**

#### NEW QUESTION # 19

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return the site and continue their shopping.

What action should NTO take? Select One

- A. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- **B. Create a user-initiated message to logged-in customers to send once the website is restarted**
- C. Create and send an apology email that includes a discount for a future purchase to all customers.
- D. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey builder.

**Answer: B**

Explanation:

The answer can be 1 or 3. But the most appropriate solution is 1. Sending emails will not take the user to a state where they left on the website. This requires developer involvement.

#### NEW QUESTION # 20

The Northern Trail Outfitters' (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send using the Send Preview functionality.

Which three items does Preview and Test check for in an email message? Choose 3 answers

- **A. Correct syntax is used on any AMPscript in the email's code.**
- **B. Each content block specified in a dynamic content rule exists.**
- **C. Personalization strings map to attributes or data extension fields.**
- D. Grammar and spelling in the email text is correct.
- E. Words or phrases used may trigger spam filters.

**Answer: A,B,C**

#### NEW QUESTION # 21

Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference. When Contact reply to SMS message, the response message will be inserted into a data extension using AMPscript.

Which two MobileConnect templates should be used to send the SMS message and capture the responses?

- A. Outbound
- **B. Data Capture**
- **C. Text Response**
- D. Info Capture

**Answer: B,C**

Explanation:

To send an SMS message and capture the responses in a data extension using AMPscript, Northern Trail Outfitters should use two MobileConnect templates: Text Response and Data Capture. Text Response is a template that allows marketers to send a text message to a mobile number and receive a reply. Data Capture is a template that allows marketers to use AMPscript to insert the

reply into a data extension. Reference: [https://help.salesforce.com/s/articleView?id=sf.mc\\_moc\\_text\\_response.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_moc_text_response.htm&type=5)  
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### NEW QUESTION # 22

Northern Trail Outfitters (NTO) wants to find ways to better drive return on investment and growth via their marketing sends. They plan to centralize their analytics data to allow for a more efficient analysis of this data across all of their campaigns. NTO currently has Marketing Cloud, Sales Cloud, and a third-party warehouse service.

What product would help their use case?

- A. Report Studio
- B. Interaction Studio
- C. Datorama
- D. Web Analytics Connector

**Answer: C**

Explanation:

Datorama is a product that enables marketers to connect and unify their data sources, visualize and analyze their data, and optimize their marketing performance. Datorama can help NTO centralize their analytics data from Marketing Cloud, Sales Cloud, and other sources, and provide insights and recommendations to drive return on investment and growth via their marketing sends. Reference: <https://www.salesforce.com/products/marketing-cloud/platform/datorama-marketing-intelligence/>  
[https://help.salesforce.com/articleView?id=sf.mc\\_dtm\\_datorama.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_dtm_datorama.htm&type=5)

### NEW QUESTION # 23

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