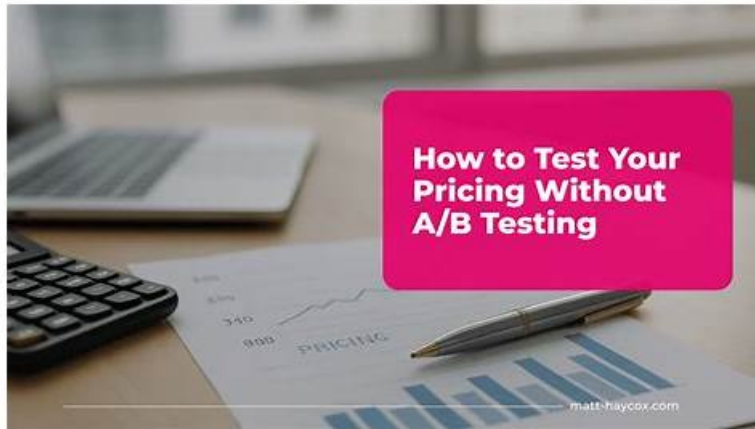


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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q71-Q76):

NEW QUESTION # 71

A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history. That database only updates once a day where new records can be created and merged. The database uses an

"Email ID," which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.

What key issue should be addressed? Choose 3 answers

- A. Will new users have an "Email ID"?
- B. How will Marketing Cloud and the database sync up?
- C. Will the company need a custom preference center?
- D. What publication lists will be used?
- E. What will be used as the Subscriber Key?

Answer: A,B,E

NEW QUESTION # 72

Northern Trail Outfitters wants to target Contacts in an abandoned cart Journey with a Facebook ad. An Ad Campaign Activity has been added to the Journey canvas.

Which extension product should be enabled to use the Ad Campaign Activity?

- A. Social Studio
- B. Advertising Studio
- C. Interaction Studio
- D. Audience Studio

Answer: B

NEW QUESTION # 73

Northern Trail Outfitters is migrating from a legacy emailing tool to Marketing Cloud. As part of the migration, they have to go through a security review. Their data privacy team has made it clear that the data in the sandbox should never be mixed with data in production during testing cycles.

What recommendation would a consultant provide on the architecture to fulfill this requirement?

- A. Implement two separate Marketing Cloud instances.
- B. Ensure test sends are done from data extensions with attribute 'Is Testing1'.
- C. Create one or more additional business units for testing.
- D. Use Subscriber Filter per business unit to filter production from test data.

Answer: A

NEW QUESTION # 74

Northern Trail Outfitters wants to export a data file to its SFTP using Automation Studio. The file should contain all subscribers who did not receive their intended email in the last 24 hours. The automation will be scheduled to run each day.

Which activity is required in the automation?

- A. SendLog Extract
- B. Report Definition Activity
- C. Data Extract Activity
- D. SQL Query Activity

Answer: C

Explanation:

Explanation

To export a data file to its SFTP containing all subscribers who did not receive their intended email in the last

24 hours, Northern Trail Outfitters should use a Data Extract Activity in their automation. A Data Extract Activity is an activity that allows marketers to extract data from Marketing Cloud and place it in a file on an Enhanced FTP location or an external SFTP location. The Data Extract Activity can use different extract types, such as Tracking Extract or Data Extension Extract, to export different types of data. References:

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

NEW QUESTION # 75

Northern Trail Outfitters (NTO) wants to personalize emails and display different content based on customer points. NTO has limited development expertise and chooses to use dynamic content.

What should the consultant consider when building dynamic content rules?

- A. Create a custom list and add all fields required for personalization.
- **B. Build rules before uploading the respective content.**
- C. Standardize field naming across all sendable data extensions.
- D. Create a synchronized data extension to keep all fields required for personalization up-to-date

Answer: B

Explanation:

Explanation

A consideration that should be made when building dynamic content rules is that rules should be built before uploading the respective content. Dynamic content rules are rules that define what content should be displayed based on subscriber attributes or behaviors. Dynamic content rules should be created before uploading content blocks or images into Content Builder, as they cannot be edited after content is uploaded. References:

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

NEW QUESTION # 76

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