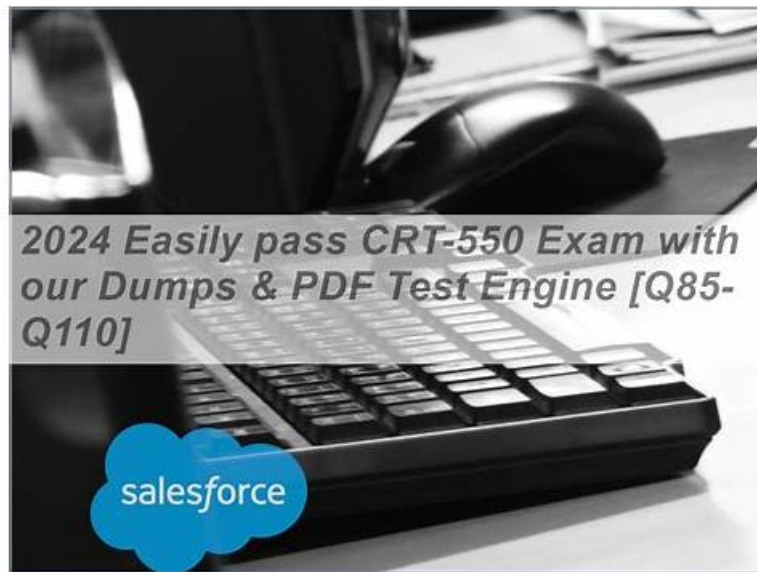


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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q50-Q55):

NEW QUESTION # 50

A customer has several values that need to be used in the body of an email send.

- * The data would be stored in a reference data extension, related on SubscriberKey
- * There may be one or more records for each subscriber
- * The audience is generally over 1 million subscribers
- * The content is time sensitive and should be sent as quickly as possible
- * The customer is not using "Catch and release" sending
- * The reference data extension contains 25 columns

What method should be used

- A. Server side JavaScript a single LookupOrderedRows function
- B. AMPScript a single lookup function
- C. Dynamic content via the Dynamic content wizard
- D. AMPScript a single LookupOrderRows function

Answer: D

NEW QUESTION # 51

Northern Trail Outfitters has a data extension that stores all of their orders. They want to send out a daily email for orders with their status changed to 'shipped' that day through a journey.

Which two methods should be used to filter entry into the journey? (Choose 2 answers)

- A. Entry Source Filter
- B. Decision Split
- C. SQL Query
- D. Filter Activity

Answer: A,C

Explanation:

To filter records entering a journey based on an updated status field ("shipped"), the marketer should use:

* An Entry Source Filter to limit which contacts actually enter the journey at the point of entry (e.g., only those whose order status is 'shipped' today).

* An SQL Query to preprocess or segment records within a Data Extension before injecting them into the journey.

Filter Activity is used inside Automation Studio (not at the journey entry point), and Decision Splits occur after entry - not before.

-

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Entry Source Filters

"An entry source filter defines criteria that records must meet before entering a journey." Source: Salesforce Help - SQL Query Activities

"Use SQL Query Activities to select, transform, and filter data from one or more data extensions."

-

NEW QUESTION # 52

Which statement is correct regarding tracking aliases? Choose 2 answers

- A. Tracking aliases are primarily relevant when used with email conversion tracking.
- B. Tracking aliases are associated with a URL in HTML as: tag="alias text".
- C. Tracking aliases are found in Tracking and some standard reports.
- D. Tracking aliases can differentiate click activity in an email to the same URL.

Answer: A,D

NEW QUESTION # 53

A customer asks why the send time values within an email are not being added to a Send Log.

Which two actions would successfully write send time variables to their Send Log? Choose 2 answers

- A. Use the WriteToLogO AMPscript function In the content.
- B. Enable send logging to a data extension during send process.
- C. Match an AMPscript variable name to a Send Log field.
- D. Ensure the send log Is linked In an attribute group.

Answer: B,C

NEW QUESTION # 54

Northern Trail Outfitters is investigating implementing MobileConnect to allow SMS messaging in their UK, Germany, and Swiss

What functionality would tie to additional long code Implementation?

- Answer: D**

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