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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q91-Q96):

NEW QUESTION # 91
Scenario: NTO is creating a birthday journey and wants to divert contacts who have redeemed a promotional code before sending reminder emails on the 15th and 20th of each month. The transactional information is stored in a separate data extension from the journey's entry source. They need to compare the customer number field between the journey source and transaction data extensions.
Which activity would they use to accomplish this?

- A. Decision Split Activity using both Contact and Journey Data

- B. Decision Split Activity using only Contact Data
- C. Einstein Split Activity
- D. Decision Split Activity using only Journey Data

Answer: A

Explanation:
The correct answer isD, because:
In Salesforce Marketing Cloud'sJourney Builder, aDecision Split Activityallows marketers to direct contacts down different paths based on defined attributes.
Whencomparing data from the entry source(Journey Data)and from additional data extensions(Contact Data or Event Data Extensions like a Transaction DE), you must configure the Decision Split to reference both Contact and Journey Data.
Salesforce documentation explains:
"Journey Datais information captured at the moment of journey entry (i.e., the fields from the entry event data extension).
Contact Datais information related to the contact stored outside the entry event, often in other data extensions linked to the Contact model.
To compare fields across these datasets inside a Decision Split, you must configure the split to useboth Contact Data and Journey Data." (Source: Salesforce Help - Journey Builder Decision Splits Overview) Specifically, for NTO:
* Journey Datawould be the birthday journey source Data Extension.
* Contact Datawould be the external Transaction DE containing promotional code redemption information.
Key actions required:
* UseDecision Split Activity.
* Configure the decision split to evaluate bothContact Data and Journey Data.
* Compare theCustomer Numberfields between both datasets to determine if a promotion was redeemed.
Why the other options are incorrect:
* #A. Decision Split Activity using only Contact Data:
* Only using Contact Data won't allow comparison with the Journey Data (entry DE values).
* #B. Decision Split Activity using only Journey Data:
* Only using Journey Data won't allow checking against external Transaction Data Extensions.
* #C. Einstein Split Activity:
* Einstein Split uses AI to predict engagement (like open or click probability), not field comparison across datasets.
Additional official extract for clarity:
"When building decision splits that rely on both entry data and external profile attributes, ensure to select the appropriate source (Contact Data and Journey Data) to create accurate comparisons." (Source: Salesforce Marketing Cloud Journey Builder User Guide) Thus, the correct answer isD.

NEW QUESTION # 92
Northern Trail Outfitters wants to import new contacts gathered from an external web form. The entries are being collected at high frequency, potentially thousands per minutes. The data does not need to be immediately ingested into Marketing Cloud as it is used in a daily scheduled automation.
What Should be recommended?

- A. Perform a daily bulk export to SFTP for import via Automation.
- B. Push each new record into Marketing Cloud vis Platform Event API on form submit.
- C. Recreate this external web form inside Marketing Cloud.
- D. Create this as a Journey Data Source via Journey Builder.

Answer: A

NEW QUESTION # 93
Which two statements about a database of record are correct?
Choose 2 answers:

- A. A database of record is a centralized storage repository of data about objects or people
- B. A database of record is a data structure in which multiple opt-in statuses can be stored for a subscriber
- C. A database of record is system in which subscriber's status is maintained
- D. A database of record is any database that contains subscriber data

Answer: A,C

NEW QUESTION # 94

Scenario:

Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.

How could they resolve this issue?

- A. Select 'US' as the sending country in SMS activity.
- B. Format the phone field in Salesforce as +1[phonenumber].
- C. Configure the phone field in Salesforce as US locale.
- D. Select 'Normalize Phone Number' in Journey settings.

Answer: D

Explanation:

The correct answer isA, because:

InMobileConnectandJourney BuilderSMS activities,phone number normalizationensures that mobile numbers are automatically formatted to include the appropriate country code (such as "+1" for the United States) based on a selected default country.

If the phone numbers coming from Salesforce (or any source) do not include a country code, enabling

"Normalize Phone Number"in the Journey settings corrects this by automatically appending the country code according to the selected settings.

Salesforce official documentation states:

"Normalize Phone Numberensures that phone numbers missing a country code are automatically formatted based on a selected default country. This improves message deliverability in SMS activities within Journey Builder." (Source: Salesforce Help - MobileConnect and Journey SMS Send Configuration)

#In this case:

* Without normalization, SMS providers expect numbers inE.164 format(which requires the country code, e.g., +1 for US numbers).

* If the number is missing the "+1", the message fails to send.

* EnablingNormalize Phone Numberin theJourney SMS settingsfixes the issue without needing to reformat Salesforce records manually.

Why the other options are incorrect:

* #B. Format the phone field in Salesforce as +1[phonenumber]:

* While correct formatting helps, it requiresmanual mass updateof existing records and doesn't automatically handle new ones, making it inefficient.

* #C. Select 'US' as the sending country in SMS activity:

* Selecting the sending country affectsshort code usage, not the normalization of incoming phone numbers.

* #D. Configure the phone field in Salesforce as US locale:

* Locale settings don't automatically add a "+1" country code to phone numbers; normalization is still needed.

Reference Extract from Salesforce MobileConnect documentation:

"Use Normalize Phone Number to correct phone number formatting errors for Journey Builder SMS sends.

Automatically prepends country codes based on the specified country when absent." (Source: Salesforce Marketing Cloud MobileConnect User Guide) Thus, the correct answer isA.

NEW QUESTION # 95

Northern Trail Outfitters' marketing team is made up of a marketing manager, a marketing specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.

What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Query Activities
- B. Publication Lists
- C. Data Filters
- D. Attribute Groups

Answer: C

Explanation:
Explanation

To allow for long-term self-sufficiency in segmentation, Northern Trail Outfitters should use data filters. Data filters are a user-friendly tool that allows marketers to segment their data based on criteria and conditions without coding. Data filters can also be refreshed and reused for different campaigns. Attribute groups are used to link data sources in Contact Builder, not for segmentation. Publication lists are used to manage opt-in preferences, not for segmentation. Query activities require SQL knowledge and coding skills, which the marketing team lacks. References: https://help.salesforce.com/s/articleView?id=sf.mc_es_data_filters.htm&type=5

NEW QUESTION # 96

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