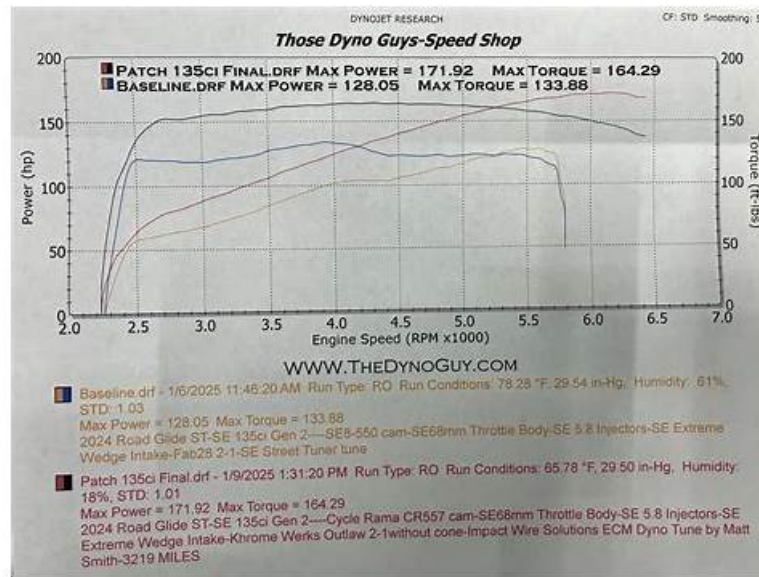


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Consultant Exam Sample Questions (Q119-Q124):

NEW QUESTION # 119

Northern Trail (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Builder to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could be using Automation Studio entirely.

Which three tasks would a consultant suggest for using Documentary Builder instead of Automation Studio?

Choose 3 Answers

- A. Processing zipped encrypted files containing subscriber data
- B. Building simple segmented campaigns without SQL queries
- C. Creating customer segments from multiple data extensions
- D. Setting behavior-based goals
- E. Designing decision logic via an intuitive user interface.

Answer: B,D,E

Explanation:

Three tasks that a consultant would suggest for using Journey Builder instead of Automation Studio are:

* Building simple segmented campaigns without SQL queries. Journey Builder allows marketers to create simple segmented campaigns using filters and rules without writing SQL queries. Automation Studio requires SQL queries for creating complex segments using data extensions.

* Designing decision logic via an intuitive user interface. Journey Builder allows marketers to design decision logic using activities such as decision splits, engagement splits, or random splits via an intuitive user interface. Automation Studio requires scripting or coding for creating decision logic using activities such as script activities or verification activities.

* Setting behavior-based goals. Journey Builder allows marketers to set behavior-based goals using criteria such as email opens, clicks, conversions, or custom events. Automation Studio does not have a feature for setting behavior-based goals.

Processing zipped encrypted files containing subscriber data is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as file transfer activities or import file activities that can handle zipped encrypted files. Creating customer segments from multiple data extensions is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as query activities or filter activities that can create customer segments from multiple data extensions. References: https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio.htm&type=5

NEW QUESTION # 120

Northern Trail Outfitters wants to send a special discount offer to engaged customers on their email list.

What should be resolved prior to generating the audience?

- A. When to send the email
- B. Who the offer comes from
- C. How to determine engagement
- D. What the offer will be

Answer: C

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is D - How to determine engagement.

* Before you can generate a targeted audience for a campaign (like a discount), you must clearly define what "engaged" means (e.g., opened 2+ emails in 30 days, clicked 1+ email, etc.).

* Only after you define engagement criteria can you accurately query or filter your audience.

Why others are wrong:

* A, B, and C are campaign details, but none impact how you technically define and segment the audience itself.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Audience Segmentation Planning:

"Clearly define segmenting criteria (e.g., engagement behavior) prior to audience selection to ensure correct targeting." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_as_audience_segmentation_best_practices.htm)

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NEW QUESTION # 121

A customer wants to create a mobile app that requires users to log in or register before accessing their data.

Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

- A. User device data is unavailable in Contact Builder for up to 48 hours.
- B. Existing users will create additional Contacts in Marketing Cloud.
- **C. Newly registered users will create additional Contacts in Marketing Cloud.**
- D. All mobile app users will create additional Contacts in Marketing Cloud.

Answer: C

Explanation:

A contact is a person who interacts with a brand across one or more channels, such as email, mobile, web, etc.

A contact is identified by a contact key, which is usually the same as the subscriber key in Marketing Cloud or the contact or lead ID in Sales Cloud. When users register with the mobile app, they will create new contacts in Marketing Cloud with their device IDs as contact keys. However, these contacts will not be associated with their contact keys in Sales Cloud until they are synchronized through Marketing Cloud Connect, which can take up to 24 hours. Therefore, newly registered users will create additional contacts in Marketing Cloud until they are matched with their existing contacts in Sales Cloud. References: https://help.salesforce.com/articleView?id=sf.mc_co_what_is_a_contact.htm&type=5

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

NEW QUESTION # 122

A customer wants to display a subscriber's first name and the date of send in its monthly newsletter.

Subscriber first name data is stored in a data extension that will not be used in the send definition.

Which option should be in this scenario?

- **A. AMPscript**
- B. Personalization strings
- C. SQL Query
- D. Guide Template Language

Answer: A

NEW QUESTION # 123

Northern Trail Outfitters has created child business units (BU) for their different regional offices. They want to limit subscriber records by BU, so users who are assigned to a BU can only view and send to Subscriber records in their region. A Profile Attribute named 'Region' associates a subscriber to a geographical region.

How could they ensure subscribers with a matching 'Region' Profile Attribute value are available in each BU?

- A. Open the the Profile Attribute Properties for the Region' Profile Attribute and select the 'Filter Subscribers by Attribute' option.
- **B. Select 'Define Subscriber Filter' for each BU on the BU Setup page and configure a condition to match the corresponding Profile Attribute.**
- C. Create a list in each BU and add subscribers with a matching Region to the list.
- D. Create a measure for each corresponding 'Region' Profile Attribute and include the measure in a Filtered Data Extension for each BU.

Answer: B

Explanation:

To limit subscriber records by BU based on the 'Region' profile attribute, Northern Trail Outfitters should select 'Define Subscriber Filter' for each BU on the BU Setup page and configure a condition to match the corresponding profile attribute. This will allow users who are assigned to a BU to only view and send to subscribers who have the same region value as their BU. References: <https://help.salesforce.com/s>

NEW QUESTION # 124