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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q116-Q121):

NEW QUESTION # 116

A marketer has built a journey that they want to run multiple times a day after new data is compiled. The data is NOT in an attribute group in Contact Builder.

What should the marketer do in order to accomplish this?

- A. Schedule and activate Triggered Sends for the messages in the journey.
- B. Select the Recurring schedule type for the entry source in Journey Builder.
- C. Select an automation to populate the Entry Source Data Extension.

Answer: C

NEW QUESTION # 117

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

Answer: A,B

NEW QUESTION # 118

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform. These files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance. How should the notification be received if the data import is unsuccessful?

- A. Import Activity Notification Settings
- B. Configured Alert Manager Settings
- C. Automation Notification Settings

Answer: A

NEW QUESTION # 119

Northern Trail Outfitters receives data from their point-of-sale system every night. The file is placed on their Enhanced FTP, but there is not a consistent time or naming convention for the file.

In which two ways should they set up their automation to import the data from the file on a nightly basis? (Choose 2 answers)

- A. Scheduled Starting Source
- B. %%BASEFILENAME_FROM_TRIGGER%%
- C. %%BASEFILENAME_FROM_FILEDROP%%
- D. File Drop Starting Source

Answer: A,C

Explanation:

This allows you to specify the exact name of the file when running the automation. The File Drop Starting Source is an automation activity that allows you to specify the source of the File Drop as either a Scheduled or Manual event. This allows you to control when the data is imported from the Enhanced FTP file.

To set up their automation to import the data from the file on a nightly basis, Northern Trail Outfitters should use two ways to start their automation:

File Drop Starting Source. This is a trigger that starts an automation when a file is dropped in an Enhanced FTP folder or an external SFTP location.

Scheduled Starting Source. This is a trigger that starts an automation at a specified date and time or at recurring intervals.

%%BASEFILENAME_FROM_TRIGGER%% and %%BASEFILENAME_FROM_FILEDROP%% are not starting sources, but variables that can be used in file transfer or import activities to reference file names. Reference:

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

NEW QUESTION # 120

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations. Which journey type is best suited to run this test?

- A. Single Send
- B. Transactional Send
- **C. Multi-Step**

Answer: C

NEW QUESTION # 121

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