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## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q116-Q121):

### NEW QUESTION # 116

A user in the MC wants to use salesforce custom object data for segmenting and personalization. How should the consultant approach this requirement?

- A. Map the custom objects to the profile center and use the email editor to insert the custom data. Create a user-initiated send to associate the email to the largest audience and return tracking data.
- B. Export report data from the sales cloud and import into a marketing cloud synchronized data extension. Use a filter activity to produce a sendable data extension. Create an email send activity in Automation Studio
- C. **Create a custom report type that contains the contact or lead ID, email address, and custom object data, then from the marketing cloud, import into a Salesforce Data extension. Use AMPScript in the email to call data**
- D. Sync contact and custom objects with Data Stream and send from Synchronized Data Extension with Salesforce email send. Ensure there is a lookup relationship to a contact or lead record.

**Answer: C**

### NEW QUESTION # 117

Northern Trail Outfitters' marketing team is new to Marketing Cloud and has very little coding experience. They have employed a consultant to help them design an automated solution for maintaining an auto-suppression list. Which solution should the consultant recommend?

- A. Use an import activity to import a file from the SFTP
- B. Use Einstein Segment Recommendations
- C. **Use a query activity to populate the auto-suppression**
- D. Use the Import Wizard in Automation Studio

**Answer: C**

### NEW QUESTION # 118

A customer needs to import data from an SFTP site. The customer wants to:

- \* Segment the contents of the file and then send emails.
- \* Transfer the file to the SFTP site at various times daily.
- \* Send to data extensions.

What sequence of automation activities should meet these requirements?

- A. **File Drop: Import File > SQL Query(s) > Send Email(s)**
- B. File Drop: Import File > Group Refresh > Send Email(s)
- C. Scheduled: Import File > SQL Query(s) > Send Email(s)
- D. Scheduled: Transfer File > Import File > SQL Query(s) > Send Email(s)

**Answer: A**

### NEW QUESTION # 119

A customer manually imports records for sending. Each record contains a warehouse ID that is shared between Marketing Cloud and a third-party system. The customer does not have developer resources, but wants to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber.

What should a consultant recommend?

- A. Use Guide Template Language created for each field in the data extension.

- B. Use Dynamic Content rules to select a content area for each subscriber.
- C. Use AMPscript variables created from each field in the data extension.
- D. Use personalization strings created by selecting the data extension.

**Answer: B**

#### **NEW QUESTION # 120**

Northern Trail Outfitter wants to integrate Marketing Cloud with its existing point-of-sale system in order to email purchase receipts to its customers. The point-of-sale data will need to be transformed to be received by the Marketing Cloud triggered send API. What extension product should be used to accomplish this integration?

- A. Data Studio
- B. Data Connector
- C. **MuleSoft Anypoint Platform**
- D. Datorama

**Answer: C**

Explanation:

Explanation

To integrate Marketing Cloud with their existing point-of-sale system in order to email purchase receipts to their customers, Northern Trail Outfitters should use MuleSoft Anypoint Platform. MuleSoft Anypoint Platform is a tool that allows marketers to connect and integrate different systems and applications using APIs and connectors. MuleSoft Anypoint Platform can help transform and map data between different formats and protocols, such as JSON and SOAP. References:

<https://www.mulesoft.com/platform/anypoint-platform>

#### **NEW QUESTION # 121**

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