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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q86-Q91):

NEW QUESTION # 86
Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using

10+ fields to segment.
Which process should the consultant utilize for a reliable send method?

- A. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow
- B. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
- C. Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event
- D. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send

Answer: D

Explanation:
To send an email to one million contacts in Sales Cloud using 10+ fields to segment contacts, Northern Trail Outfitters should send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow. Sending to a Salesforce Report allows marketers to use existing reports in Sales Cloud as target audiences in Marketing Cloud without importing or syncing data. Using Email Studio Send Flow allows marketers to select an audience, an email message, and other options for sending an email campaign.References:https://help.salesforce.com/s/articleView?id=sf.mc_co_send_flow.htm&type=5

NEW QUESTION # 87
Northern Trail Outfitters (NTO) stores customer purchase data m an external system. NTO ingests this data into Marketing Cloud through a file drop automation. The automation contains an import activity which overwrites a staging data extension, as well as an SQL Query activity which brings this data into a sendable data extension.
NTO's marketing manager wants to be informed If mort than 1,000 records are ever imported through this automation, and would also like to prevent the sendable date extension from being updated that day.
Which solution ts appropriate m this situation'A. Q Split the existing activities into two separate automations.

- A. Implement a Wait Activity to wait until the data extension is populated with records.
- B. validate the row count of the staging data extension and send a notification email.
- C. Write a custom SSJS script to
- D. Place a Verification Activity between the import and SQL Query activity.

Answer: A

NEW QUESTION # 88
Which two statements are correct regarding tracking aliases? (Choose two.)

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

Answer: C,D

NEW QUESTION # 89
A customer manages their field technicians in Salesforce CRM connected to Marketing Cloud. Once an appointment with a contact is scheduled for the technician through CRM, the notification message should be sent to the contact informing them about the scheduled visit date. When the notification is sent the
"Confirmation sent" checkbox on the appointment record should be updated in CRM.
All appointments scheduled on a given day will have their status updated in CRM at the end of business hours.
The Appointment object does not have a direct relationship with the contact.
What solution would a consultant recommend to address this use case?

- A. Configure Salesforce Send with Salesforce data extension, using Automation Studio activities to refresh the audience; send notification and SSJS activity to update CRM record(s)
- B. Configure journey with API Event entry source, Process Builder to trigger event; use Journey Builder activities to send notification and update CRM record(s)

- C. Configure journey with Salesforce Data entry source; use Journey Builder activities to send notification and update CRM record(s)
- D. Configure journey with Data Extension entry source; use Automation Studio activities to refresh the audience and Journey Builder activities to send notification and update CRM record(s)

Answer: B

NEW QUESTION # 90

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and NotSent, to ensure they are fulfilling a legal obligation due to the nature of their messages.
What method should be suggested in this scenario?

- A. Platform Events API
- B. Data Retrieves on the Send Object
- C. Event Notification Service
- D. Data View Export with every send

Answer: C

NEW QUESTION # 91

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