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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q64-Q69):

NEW QUESTION # 64

Northern Trail Outfitters is interested in a solution to automate a process. They currently pull data into a spreadsheet to import into a data extension for sending. The data warehouse can be configured to place a daily on an SFTP.

Which three questions are relevant to determining a solution?

Choose 3 answers

- A. Is the data file a delta or a historical file?
- B. Does the data extension have a data relationship?

- C. Will the file have more than 5,000 rows?
- D. Does someone need to be notified if an error happens on import?
- E. Will the data file be placed on the SFTP at the same time daily?

Answer: A,D,E

NEW QUESTION # 65

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. 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
- B. **Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow**
- C. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send
- D. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow

Answer: B

Explanation:

Explanation

A synchronized data extension is a data extension that is automatically populated with data from Sales Cloud objects using Marketing Cloud Connect. A query activity is an automation studio activity that allows querying data from data extensions or data views using SQL statements. A Salesforce data extension is a type of data extension that stores data imported from Sales Cloud reports or campaigns using Marketing Cloud Connect.

By querying synchronized data extensions using a query activity to a Salesforce data extension, the customer can segment contacts based on complex criteria without relying on Sales Cloud reports or campaigns. Then, by sending via Email Studio Send Flow to the Salesforce data extension, the customer can leverage tracking and reporting features of Marketing Cloud Connect. References: https://help.salesforce.com/articleView?id=sf.mc_co_data_integration_synchronized_data_sources.htm&type=5h

NEW QUESTION # 66

Northern Trail Outfitters wants to integrate Marketing Cloud with its existing point-of-sale system in order to email purchase receipt 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. Datorama
- D. **MuleSoft Anypoint Platform**

Answer: D

NEW QUESTION # 67

A marketer at Northern Trail Outfitters (NTO) wants to send important updates to customers about products they have previously purchased. The marketer has little experience with coding. Also, the information is spread across multiple data extensions and is imported nightly from NTO's e-commerce platform - Contacts, Orders, Order Items, and Products.

Which design should a consultant recommend for segmentation?

- A. Combine the data outside of Marketing Cloud and upload it into a Sendable Data Extension.
- B. **Establish data relationships and create Data Filters for the marketer to modify.**
- C. Link the data extensions in an Attribute Group.
- D. Create SQL Query Activities for the marketer to modify.

Answer: B

Explanation:

Since the marketer has little coding experience, creating Data Relationships (via Contact Builder) and enabling segmentation using Data Filters is the best approach. Data Filters are a marketer-friendly, drag-and- drop tool that allow segmentation without the need for SQL or scripting.

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Data Filters

"Data Filters allow non-technical users to segment data extensions using an intuitive interface without needing SQL or scripting knowledge." Source: Salesforce Help - Data Relationships in Contact Builder

"Data Relationships connect Data Extensions and enable users to create filters based on joined data without writing code."

NEW QUESTION # 68

Northern Trail Outfitters wants to control what content is available to certain users and business units. They also want to control what is allowed to be edited and ensure those edits are reviewed prior to being changed.

What should be implemented to achieve these goals?

- A. Set up Approval Workflow and Share setting inside Marketing Cloud.
- B. Edit the Content Permissions and Restrictions by Role setting for each user.
- C. Integrate an outside CMS with all these permissions built in.
- D. Build out an internal business governance and process to support this.

Answer: A

Explanation:

Setting up Approval Workflow and Share setting inside Marketing Cloud can be used to control what content is available to certain users and business units, what is allowed to be edited, and ensure those edits are reviewed prior to being changed. Approval Workflow allows users to submit content for approval before it can be used in messages or journeys, while Share setting allows users to share content across business units with different levels of access. References: https://help.salesforce.com/articleView?id=sf_mc_co_approval_workflow.htm&type=5 https://help.salesforce.com/articleView?id=sf_mc_co_share_content_across_business_units.htm&type=5

NEW QUESTION # 69

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