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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q42-Q47):

NEW QUESTION # 42

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow-up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between Contact # Person Account # Real Estate Agent # Property objects and all of those are available in CRM as well as synchronized to Marketing Cloud. What solution should be recommended for execution efficiency?

- A. Use send from Salesforce CRM and Salesforce report to prepare personalization data.
- B. Use Automation Studio to prepare personalization data and initiate journey.

- C. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- D. Use Automation Studio and Salesforce sends with campaign as an audience.

Answer: B

Explanation:

Because of the complex relationships (multiple objects and property matches), it's best to use Automation Studio to:

* Query and flatten the relational data into a single personalized Data Extension.

* Then use Journey Builder to send based on that prepared data.

This approach avoids heavy personalization scripting inside emails (which would reduce performance) and makes the sends more efficient.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Journey Data Preparation Best Practices

"For complex relationships and personalization requirements, prepare the data with Automation Studio before injecting into Journey Builder." Source: Salesforce Help - Personalization in Journey Emails

"Avoid heavy personalization logic inside the email. Prepare the personalization using query activities beforehand to ensure send performance."

NEW QUESTION # 43

ABC Company wants to automate the sending of shipping notices and a customer survey.

* Shipping notices will be sent once a day.

* The shipping file will be placed on the FTP some time after 4:00 p.m.

* The shipping data will be sorted in the Shipping Notice data extension.

* A field in the data extension will contain the shipping date.

* The survey needs to be sent at 9:00 a.m., exactly 10 days after the customer's order ships.

Which workflow would most effectively enable ABC Company to do this?

- A. Automation 1: Triggered Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email
- **B. Automation 1: Triggered Import File -> Filter -> Send Email -> Wait -> Filter -> Send Email**
- C. Automation 1: Scheduled to run daily at 7:00 PM Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email
- D. Automation 1: Scheduled to run daily at 7:00 PM Import File -> Filter -> Send Email -> Wait -> Filter -> Send Email

Answer: B

Explanation:

If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex; a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation.

Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file is encrypted.

NEW QUESTION # 44

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 a query activity to populate the auto-suppression**
- C. Use Einstein Segment Recommendations
- D. Use the Import Wizard in Automation Studio

Answer: B

NEW QUESTION # 45

NTO wants to import files at certain standard times, but occasionally a file will be dropped on a Friday if the 30th of the month falls on a weekend.

What is the flow?

- A. A scheduled automation to send emails to customers who made a purchase daily.
- **B. Triggered Import - user initiated send (not scheduled).**
- C. A user-initiated message to send an email to customers who made a purchase daily.

Answer: B

Explanation:

Explanation

If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex; a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation. Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file is encrypted.

NEW QUESTION # 46

Northern Trail Outfitters (NTO) is saving each Email Address in its SendLog which is quickly increasing in size. NTO's marketers want to pull data from the SendLog for troubleshooting based on email address when a subscriber either does not receive an email or receives the wrong email.

Which design should the consultant recommend to perform their analysis?

- **A. Filter data using a Filter Activity on SendLog Data Extension.**
- B. Set up and pull data from a SendLog Archive Data Extension.
- C. Set up and pull data from Tracking Extracts in Automation Studio.
- D. Set up and pull data from _Sent and .Subscriber Data Views.

Answer: A

Explanation:

To pull data from the SendLog for troubleshooting based on email address without coding experience, Northern Trail Outfitters should filter data using a Filter Activity on SendLog Data Extension. A Filter Activity is an activity that allows marketers to create filtered data extensions based on criteria and conditions without coding. A SendLog Data Extension is a custom data extension that captures send-time values for each subscriber in an email send. References:

https://help.salesforce.com/s/articleView?id=sf.mc_as_filter_activity.htm&type=5<https://help.salesforce.com/s/a>

NEW QUESTION # 47

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