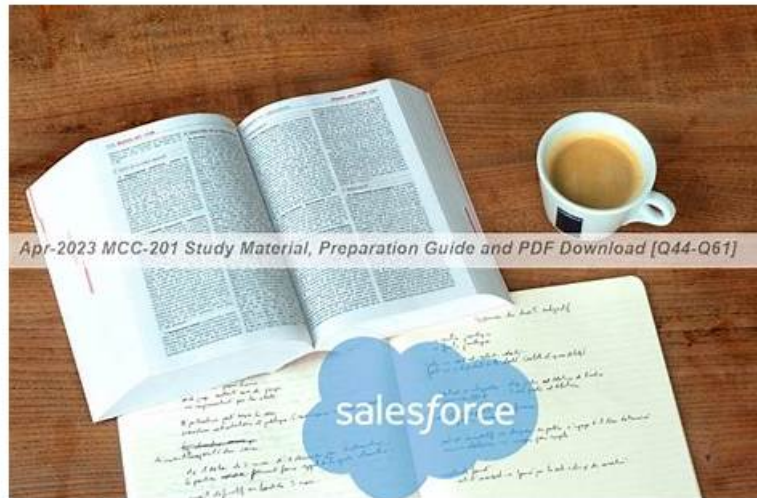


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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q130-Q135):

NEW QUESTION # 130

Northern Trail Outfitters wants to send special discount offer to engaged customers on their email list. What should be resolved prior to generating the audience?

- A. What the offer will be
- B. When to send the email
- C. How to determine engagement

- D. Who the offer come from

Answer: C

Explanation:

How to determine engagement should be resolved prior to generating the audience for sending a special discount offer to engaged customers on their email list. Engagement is a measure of how subscribers interact with emails, such as opening, clicking, or converting. Different criteria can be used to define engagement, such as frequency, recency, duration, or channel preference.

Determining engagement can help segment the audience and target the most relevant customers for the offer. Reference:

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

NEW QUESTION # 131

A customer wants to capture and categorize email Not Sent events and begin identifying trends. They want to keep the data in Marketing Cloud and run queries against the dataset. The customer created a data extension to receive the information.

Which order of Automation Studio activities should be recommended?

- A. SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File
- B. Data Extract with the Data Extension Extract type > File Transfer to Safehouse > File Transfer unzip > SQL Query
- C. Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type
- **D. Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File**

Answer: D

Explanation:

To capture and categorize email Not Sent events and insert them into a data extension using Automation Studio, Northern Trail Outfitters should use the following order of activities:

Data Extract with the Tracking Extract type. This activity will extract tracking data, such as Not Sent events, from Marketing Cloud and place a zipped file in the Safehouse.

File Transfer from Safehouse. This activity will move the zipped file from the Safehouse to an Enhanced FTP location.

File Transfer unzip. This activity will unzip the file and place it in an Enhanced FTP location.

Import File. This activity will import the file into a data extension.

Data Extension Extract is not a valid extract type for tracking data. SQL Query is not an activity that can insert data into a data extension from a file. Data Factory Utility is not a valid activity in Automation Studio. Reference:

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

NEW QUESTION # 132

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

- A. Create a Journey with a Salesforce Data entry source and an Email Activity
- **B. Use Content Builder Send Flow to send the email to the Salesforce Campaign**
- C. Create a scheduled Automation with a Query Activity and a Send Email Activity
- D. Create a Journey with a Salesforce Campaign entry source and an Email Activity

Answer: B

NEW QUESTION # 133

Which two statements are correct about Send Logging? Choose 2 answers

- A. A business unit can support up to three Send Logs.
- B. Send Log data extensions are archived automatically based on retention settings.
- **C. AMPscript can be used to pull data from Send Logs for use within emails.**
- **D. SQL Query Activities can reference Send Logs in combination with system data views.**

Answer: C,D

Explanation:

Send Log data extensions are never archived. Its deleted. A business unit can support only one Send Log.

NEW QUESTION # 134

A customer wants to automate a series of three emails as part of a Membership renewal drip campaign.

- * Email #1 will be sent one month prior to the member's renewal date
- * Email #2 will be sent one week prior to the member's renewal date
- * Email #3 will be sent on the member's renewal date
- * A master audience is updated in real time via the API

Which steps should be included in the customer's automation?

- A. Import activity -> Three send definitions to the master data extension
- B. Import activity -> Three filter activities -> Three send definitions to the filtered audiences
- C. Three send definitions to the master data extension
- D. Three filter activities -> Three send definitions to the filtered audiences

Answer: D

NEW QUESTION # 135

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