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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q124-Q129):

NEW QUESTION # 124

Northern Trail Outfitters is expanding its marketing efforts globally. Each country's marketing department has its own business unit and is responsible for the creation and execution of all the marketing campaigns. The Marketing Cloud Administrator is having trouble keeping up with the consultant influx of new users and would like to speed up the turnaround of granting new users access to Marketing Cloud.

In which two ways could this be accomplished? Choose 2 answers

- A. Assign Administration User permissions to the Channel Manager role.
- B. Assign Administration User permissions to individual users.
- C. Assign Channel Managers the role of Marketing Cloud Analyst.

- D. Assign Administration User permissions to each business unit.

Answer: A,D

NEW QUESTION # 125

Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?

- A. Use a SQL Query to filter the audience into a new data extension that is overwritten each day
- B. Use SQL Query to filter the audience into a new data extension that is upserted every day
- C. Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context
- D. Use exclusion lists for the send - excluding those that already were sent the email

Answer: C

Explanation:

Creating and enabling a BLOCKOUT window in MobileConnect can be used to prevent SMS messages from being sent during certain hours of the day. A BLOCKOUT window is a time period during which no messages are sent or received by MobileConnect, regardless of when they were scheduled or triggered. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_blockout_window.htm&type=5

NEW QUESTION # 126

Which three statements about Send Log Data is correct?

- A. Accessed using query
- B. Uses Measures, filters and programs
- C. Added to a standard view
- D. Can be viewed in standard report
- E. Can be stored for periods of time

Answer: A,B,E

NEW QUESTION # 127

Northern Trail Outfitters (NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. These emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.

How should NTO marketers ensure there's a limit to the number of times a particular image asset can be chosen for a customer?

- A. Set a Fallback Asset.
- B. Set Fatigue Rules for the product Asset Classes.
- C. Ask the content team to create more images in order to diversify the asset pool.
- D. Utilize Einstein Engagement Frequency to send the emails less often.

Answer: C

NEW QUESTION # 128

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign. What hierarchy should be recommended?

- A. One parent business unit and a child business unit for each franchise owners
- B. A parent business unit for each franchise owner
- C. One parent business unit and a child business unit for franchise owners.

- D. One business unit.

Answer: A

NEW QUESTION # 129

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