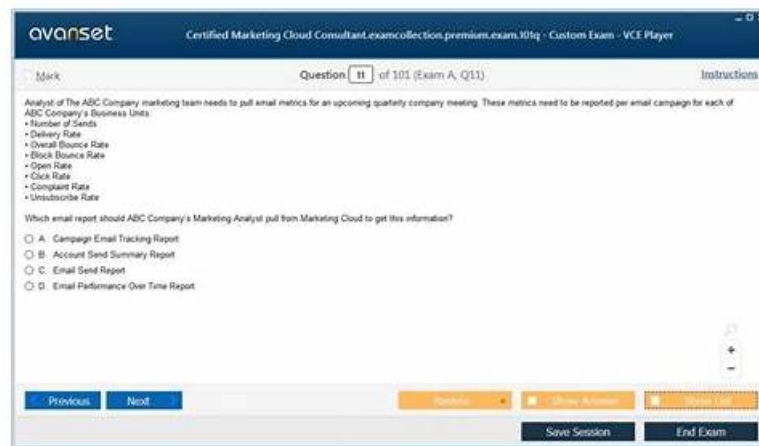


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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q149-Q154):

NEW QUESTION # 149

Northern Trail Outfitters continually adds rows for subscribers to a data extension via API, populating subscribers who should receive a monthly payment reminder that day. They want to use Journey Builder to send the payment reminder emails. What would be required to process the correct subscribers?

- A. Contact Evaluation > Evaluate all records
- B. Journey Settings > Use email attribute from Contacts
- C. Journey Settings > No re-entry
- **D. Contact Evaluation > Evaluate new records only**

Answer: D

NEW QUESTION # 150

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

Answer: B

NEW QUESTION # 151

Customer Event gathers data through a tablet-based webform as part of a raffle into a data extension. Winner is randomly selected. After the event, an email should be sent to the participants to gather opt ins for marketing emails.

Define two things necessary. (Choose two.)

- **A. SmartCapture**
- **B. Send email activity which contains a link to subscription center**
- C. WebCollect
- D. Data extension with opt in status

Answer: A,B

Explanation:

Smart capture works with DE and Web collect works in List.

NEW QUESTION # 152

Northern Trail Outfitters (NTO) plans on sending SMS and push notifications together with emails as part of a new customer onboarding journey.

What should a consultant recommend as a unique identifier for each subscriber?

- A. An email address for Contact Key.
- **B. A GUID or another generated ID for Contact Key.**
- C. A number field such as subscriber's phone number for Contact Key.
- D. A common field like Physical Address for Contact Key.

Answer: B

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is D - A GUID or another generated ID for Contact Key.

* Best practice is to use a channel-agnostic, stable, unique identifier for Contact Key.

* Email addresses and phone numbers can change. A GUID (Globally Unique Identifier) or system-generated ID ensures persistent identification across email, SMS, push, and other channels.

#Why others are wrong:

* A: Physical Address isn't unique and can change.

* B: Phone number can change and is not unique to a single identity.

* C: Email addresses are prone to change over time (job switch, preference change).

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Subscriber Key and Contact Key Best Practices:

"Use a non-channel specific, unique, and persistent identifier, such as a generated GUID or system ID, as the Subscriber Key (Contact Key) across all messaging channels." (Source:https://help.salesforce.com/s/articleView?id=sf.mc_es_contact_key_best_practices.htm)

NEW QUESTION # 153

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to .. customer feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in Service Cloud.

NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

- A. Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud Use an AppExchange package to create a new case in Service Cloud.
Use an AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud
- B. Use Automation Studio to capture positive response and a Case Activity to create a new case in Service Cloud.
- C. Use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud.

Answer: C

Explanation:

Explanation

To capture customer feedback via email and create a new case in Service Cloud if a customer indicates they are unhappy with the service they have received, Northern Trail Outfitters should use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud. An Engagement Split is an activity that allows marketers to route contacts based on their engagement with email messages, such as opens or clicks. A Case Activity is an activity that allows marketers to create cases in Service Cloud based on contact attributes or journey data. References:

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

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

NEW QUESTION # 154

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