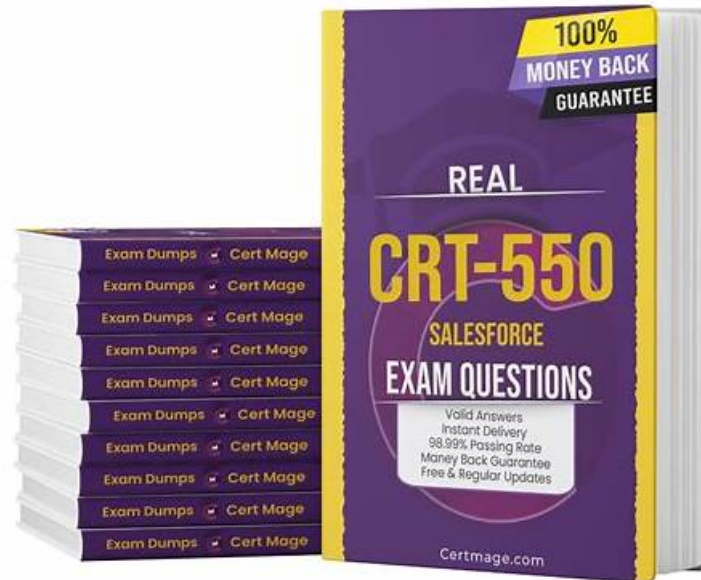


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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q73-Q78):

NEW QUESTION # 73

Northern Trail Outfitters has been using Marketing Cloud for one of their brands for the last year and wants to migrate another brand to their portfolio. The two brands have contrasting target groups and identities so they need the emails and landing pages to have different styles that refrain from mentioning the other brand in any way. What should be recommended?

- A. Create a new business unit for the new brand.
- B. Implement a new SSL Certificate for the new brand.
- C. Request a Private Domain to be added to the existing business unit.
- **D. Request a second SAP for the existing business unit.**

Answer: D

NEW QUESTION # 74

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- A. Use Data Designer in Contact Builder to relate the two data extensions.
- **B. Utilize Entry Data on a Decision Split within Journey Builder.**
- **C. Create a Data Relationship in Email Studio to relate the two data extensions.**
- D. Configure activities within Automation Studio to update the purchase data.

Answer: B,C

NEW QUESTION # 75

Northern Trail Outfitters wants to include the body of marketing email replies captured by Reply Mail Management (RMM) within auto-forwarded messages to their Customer Success team.

How could they accomplish this?

- A. Use RMM dynamic content blocks to render the email reply body.
- **B. Check the "Include Replies as Attachments" box in the RMM settings.**
- C. Query the RMM data view for the reply body and reference it from a data extension.
- D. Use RMM personalization strings to render the email reply body.

Answer: B

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is A - Check the "Include Replies as Attachments" box in RMM settings.

* In the RMM configuration settings, you can set inbound emails to be auto-forwarded and attach the original reply as a file.

* This method ensures the Customer Success team can review the full original customer message without parsing dynamic fields or personalization strings.

Why others are wrong:

* B: There are no RMM dynamic content blocks for rendering reply bodies.

* C: Querying the RMM data view would require custom queries and complex setups, which is unnecessary for simple forwarding.

* D: RMM personalization strings are used in response handling templates, not for forwarding attachments.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Reply Mail Management Overview:

"Use the Include Replies as Attachments option to attach customer replies when forwarding messages to designated addresses. This feature ensures that the original message body is included." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_reply_mail_management.htm)

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NEW QUESTION # 76

Northern Trail Outfitters wants to set up an automation that imports a file and sends an email to the contacts when the file is dropped

on the SFTP. The name of the file will change, though it will always start with `thankyou_customers`. How would they set up the Import Activity to know the name of the file?

- A. Filename is automatically passed to Import Activity with File Drop Automations
- B. Set File Naming Pattern to `%%AUTOMATED_FILENAME%%`
- **C. Set File Naming Pattern to `%%BASEFILENAME_FROM_TRIGGER%%`**
- D. Check the 'Use filename from Automation' checkbox

Answer: C

Explanation:

Explanation

The file naming pattern is a setting in the import activity that specifies how to identify the file to import. If the file name changes every time, but has a consistent prefix, the `%%BASEFILENAME_FROM_TRIGGER%%` variable can be used to match the file name based on the prefix. For example, if the file naming pattern is set to `thankyou_customers_%%BASEFILENAME_FROM_TRIGGER%%.csv`, it will match any file that starts with `thankyou_customers_` and ends with `.csv`.

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

NEW QUESTION # 77

A user in the MC wants to use salesforce custom object data for segmenting and personalization. How should the consultant approach this requirement?

- A. Sync contact and custom objects with Data Stream and send from Synchronized Data Extension with Salesforce email send. Ensure there is a lookup relationship to a contact or lead record.
- **B. Create a custom report type that contains the contact or lead ID, email address, and custom object data, then from the marketing cloud, import into a Salesforce Data extension. Use AMPScript in the email to call data**
- C. Export report data from the sales cloud and import into a marketing cloud synchronized data extension. Use a filter activity to produce a sendable data extension. Create an email send activity in Automation Studio
- D. Map the custom objects to the profile center and use the email editor to insert the custom data. Create a user-initiated send to associate the email to the largest audience and return tracking data.

Answer: B

NEW QUESTION # 78

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