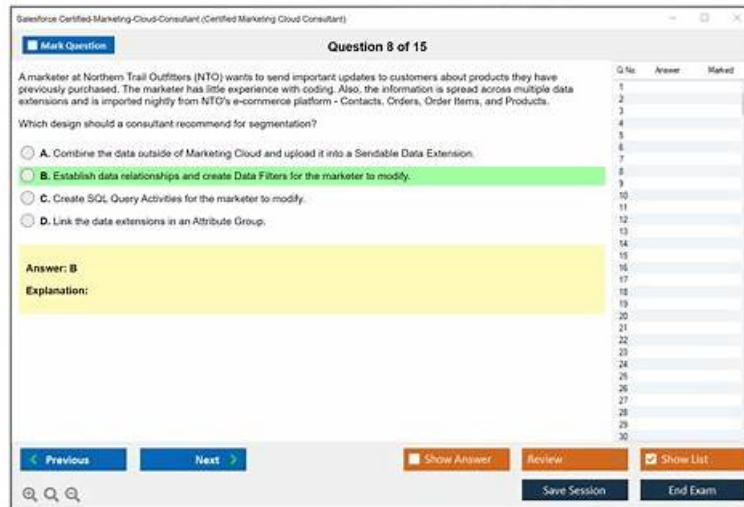


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## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q108-Q113):

### NEW QUESTION # 108

Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information. How Should they configure these data sources?

- A. Use the File Transfer Activity to import data into each BU.

- B. Give users the Administrator Role so they can see all of the data.
- **C. Share data extensions from the top-level BU.**
- D. Create a local copy of the product data in each BU.

**Answer: C**

Explanation:

Explanation

To configure specific data extensions, like Product Information, that are used by several business units (BU), Northern Trail Outfitters should share data extensions from the top-level BU. Sharing data extensions from the top-level BU allows marketers to grant access to common data sources across multiple child BUs without creating local copies or duplicating data. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_share\\_data\\_extensions\\_across\\_business\\_units.htm&type=](https://help.salesforce.com/s/articleView?id=sf.mc_co_share_data_extensions_across_business_units.htm&type=)

#### NEW QUESTION # 109

Northern Trail Outfitters is expanding globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. They want to do this as efficiently as possible and are anticipating growth into other locales in the near future.

Which two options could be recommended? (Choose 2 answers)

- A. Leverage Content Builder to create email templates for each language and populate the templates via the UI.
- B. Leverage personalization strings within the email template to pull in language-specific content.
- **C. Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.**
- **D. Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails.**

**Answer: C,D**

#### NEW QUESTION # 110

Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend? (Choose 2 answers)

- A. Loyalty Program Number
- **B. CRM ID**
- C. Mobile Device ID
- **D. Email**

**Answer: B,D**

Explanation:

Explanation

The consultant should recommend using either an email address or a CRM ID as the subscriber key for the cross-channel campaigns. Email addresses are a more reliable option, as they are unique and can be used to accurately identify a subscriber. CRM IDs are also a viable option, as they can be used to identify subscribers based on the data stored in the CRM.

Reference: [https://help.salesforce.com/articleView?id=mc\\_es\\_subscriber\\_key.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_subscriber_key.htm&type=5)

#### NEW QUESTION # 111

Northern Trail Outfitters is using Journey Builder to send emails to loyalty members based on recent activity.

They anticipate that approximately half of their contacts will meet the entry criteria for their journey.

How should they configure their entry source?

- **A. Use a Data Extension Entry Source with an applied filter based on recent member activity.**
- B. Use an Import Activity in Automation Studio to filter the data as a Data Extension Entry Source.
- C. Use a Query Activity in Automation Studio to create a segment before entering the journey.
- D. Use a Contact Data Entry Source to segment the data configured in Attribute Groups in Contact Builder.

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is D - Use a Data Extension Entry Source with an applied filter based on recent member activity.

\* Using a Data Extension Entry Source allows direct filtering based on attributes like "recent activity" at the time of journey configuration.

\* This method efficiently filters at entry without requiring separate automation processes or manual queries.

#Why others are wrong:

\* A: Import Activity would require manual or scheduled imports; unnecessary here.

\* B: Query Activity creates additional complexity; Journey Builder filtering is more efficient.

\* C: Contact Data Entry Source is used when leveraging Attribute Groups, but it's more complex than necessary for simple recent activity checks.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Journey Builder Entry Sources:

"A Data Extension Entry Source can include filter criteria to ensure only qualifying contacts enter the journey without requiring pre-segmentation." (Source:[https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_data\\_extension\\_entry\\_source.htm](https://help.salesforce.com/s/articleView?id=sf.mc_jb_data_extension_entry_source.htm))

### NEW QUESTION # 112

A retail company's database of record resides at a third party company that also keeps track of purchase history.

- That database only updates once a day where new records can be created and merged.

- The database uses an "Email ID," which is a numeric field that represents both the business unit and email address.

The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.

What key issue should be addressed? (Choose three.)

- A. How will Marketing Cloud and the database sync up?
- B. Will the company need a custom preference center?
- C. What publication lists will be used?
- D. Will new users have an "Email ID"?
- E. What will be used as Subscriber Key?

**Answer: A,B,C**

Explanation:

No Need to worry about Subscriber key and Email ID.

### NEW QUESTION # 113

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