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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q16-Q21):

NEW QUESTION # 16

Northern Trail Outfitters is implementing Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions.

Which three considerations did the consultant take into account when recommending a data extension-based model over lists?

Choose 3 answers

- A. They are storing product and store data.
- B. They have fewer than 250,000 subscribers.
- C. They have fewer than 15 data points.
- D. Journey Builder will be used.
- E. Flexible data storage is needed.

Answer: A,D,E

NEW QUESTION # 17

A marketing team has done an audit on the file formats of marketing-related data that it receives in order to bring it into Marketing Cloud. The team found it receives data delimited by:

- * Commas
- * Tabs
- * Pipes
- * Tilde
- * Fixed widths

Which format will need to be pre-processed or parsed after import into Marketing Cloud?

- A. Fixed widths
- B. Pipe
- C. Comma
- D. Tab

Answer: C

NEW QUESTION # 18

By which three standard methods could contacts be injected into a journey? Choose 3 answers

- A. Sales/Service Cloud Event
- B. Mobile Response Event
- C. CloudPages Form Submit Event
- D. Predictive Intelligence Event
- E. Date-Based Event

Answer: A,C,E

NEW QUESTION # 19

Northern Trail Outfitters (NTO) has been storing web behavior to a data extension for several years. They have indicated with several hundred millions of rows there has been an impact on performance. NTO indicates they only need to store data from the previous twelve months which will not exceed eighty million rows.

Which two methods would allow them to utilize a Retention Policy? (Choose 2 answers)

- A. Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.
- B. Reconfigure the current data extension as-is with a Retention Period via Contact Builder.
- C. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.
- D. Replace the current data extension with a new data extension configured with a Retention Period.

Answer: A,D

Explanation:

To utilize a Retention Policy for a data extension that stores web behavior data, two methods are possible. One is to delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder. This will allow the data extension to keep only the data from the previous twelve months and delete any older data automatically. The other method is to

replace the current data extension with a new data extension configured with a Retention Period. This will create a new data extension with the same fields and settings as the old one, but with a Retention Period enabled. Reference:
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_retention_policies.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_create_a_new_data_extension_from_an_existing_data_extension.htm&type=5

NEW QUESTION # 20

A company has one million subscribers. The company has a Master data extension that contains information about its subscribers, such as Email Address, Physical Mailing Address, Phone Number, and Loyalty information. There are 40 fields in the data extension. The data is used for multiple daily email campaigns.

How should the data be updated?

- A scheduled automation to import a nightly file of updated or changed records.
- B. A scheduled automation to import a file containing all of their subscribers.
- **C. A file drop automation to execute an import every time a record is updated or added.**
- D. A scheduled automation to occur every 15 minutes to ensure the data is current.

Answer: C

NEW QUESTION # 21

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