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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q48-Q53):

NEW QUESTION # 48

Northern Trail Outfitters wants to export a data file to its SFTP using Automation Studio. The file should contain all subscribers who did not receive their intended email in the last 24 hours. The automation will be scheduled to run each day.
Which activity Is required in the automation?

- A. Report Definition Activity
- B. Data Extract Activity
- C. SendLog Extract
- D. SQL Query Activity

Answer: D

Explanation:
To export a data file to its SFTP containing all subscribers who did not receive their intended email in the last
24 hours, Northern Trail Outfitters should use a Data Extract Activity in their automation. A Data Extract Activity is an activity that allows marketers to extract data from Marketing Cloud and place it in a file on an Enhanced FTP location or an external SFTP location. The Data Extract Activity can use different extract types, such as Tracking Extract or Data Extension Extract, to export different types of data.References:https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm&type=5

NEW QUESTION # 49

The Northern Trail Outfitters' (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send using the Send Preview functionality.
Which three items does Preview and Test check for in an email message? Choose 3 answers

- A. Personalization strings map to attributes or data extension fields.
- B. Correct syntax is used on any AMPscript in the email's code.
- C. Words or phrases used may trigger spam filters.
- D. Grammar and spelling in the email text is correct.
- E. Each content block specified in a dynamic content rule exists.

Answer: A,B,E

NEW QUESTION # 50

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to solicit customer service 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 AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud.
- B. Use Automation Studio to capture positive or negative responses, 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 Custom Activity to create a new case in Service Cloud.
- D. Use an Engagement Split to capture positive responses, and a Case Activity to create a new case in Service Cloud.

Answer: D

NEW QUESTION # 51

A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.
How should a consultant begin troubleshooting the connection?

- A. Validate Marketing Cloud and Sales Cloud permissions for the connecting users.
- B. Validate Marketing Cloud and Sales Cloud users have access to the business unit.
- C. Create new Marketing Cloud and Sales Cloud users and perform a new installation.
- D. Create and send an email in Email Studio to test the connection and validate tracking.

Answer: A

Explanation:
Explanation
To troubleshoot the connection between Sales Cloud and Marketing Cloud, a consultant should start by validating Marketing Cloud and Sales Cloud permissions for the connecting users. The connecting users are the users who authenticated Marketing Cloud Connect in both systems. They need to have certain permissions and roles in both systems to enable full functionality of Marketing Cloud Connect. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_troubleshoot_marketing_cloud_connect_configuration_is

NEW QUESTION # 52
Which two statements about a database of record are correct? (Choose two.)

- **A. It is a system in which a subscriber's status is maintained.**
- B. It is any data structure in which multiple opt-in statuses can be stored for a subscriber.
- **C. It is a centralized storage repository of data about objects or people.**
- D. It is any database containing subscriber data.

Answer: A,C

NEW QUESTION # 53
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