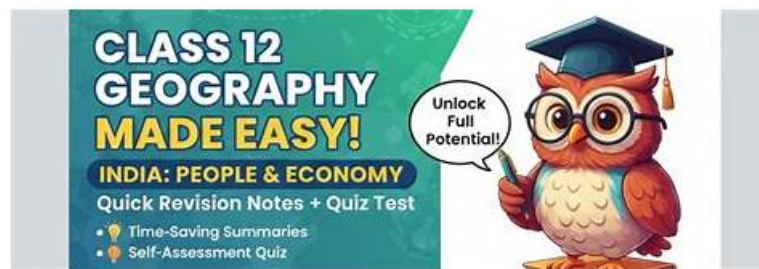


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## Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q124-Q129):

### NEW QUESTION # 124

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that emails customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

- A. Replace call-to-action with interactive Email Form
- B. A Salesforce Survey block called in by an AMPscript function.
- C. Make the call-to-action button that links to the feedback form bigger and with red background

**Answer: A**

### NEW QUESTION # 125

What is a true statement about Subscriber Key? (Choose 3)

- A. Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship
- B. Subscriber Key allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address

- C. Subscriber Key determines what update types will be available when importing data
- D. Subscriber Key and Primary Key are interchangeable terms
- E. Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value

**Answer: A,B,E**

#### NEW QUESTION # 126

A customer wants to automate the send of a monthly promotional email. The customer will upload an audience file to their account's Enhanced SFTP on a monthly basis on the 15th day of each month, expecting the email to be deployed upon completion of the import activity. However, if the 15th of the month falls on a Saturday or Sunday, the customer will provide the file on the Friday prior to the 15th and expect the promotional email to be sent on that Friday.

Which method should be used to automate their monthly promotional email?

- A. Create a file drop automation which includes an Import File Activity and triggered send.
- B. Create a file drop automation which includes an Import File Activity and Send Email Activity.
- C. Create a scheduled daily automation which includes an Import File Activity and Send Email Activity.
- D. Create a scheduled monthly automation which includes an Import File Activity and triggered send.

**Answer: D**

#### NEW QUESTION # 127

A customer notices their open and click rates are very low.

Which two aspects of list hygiene should be recommended to improve engagement rates? (Choose 2 answers)

- A. Increase volume of sending, trying new times and days of the week.
- B. Use different subject lines and send "win back" emails with exclusive offers.
- C. Remove subscribers who have not opened emails in three months.
- D. Send inactive subscribers different messaging at a different frequency.

**Answer: C,D**

#### NEW QUESTION # 128

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 Case Activity to create a new case in Service Cloud.
- B. Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud
- C. Use Automation Studio to capture positive response and a Case Activity to create a new case in Service Cloud.

**Answer: A**

Explanation:

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

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. Reference: [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_engagement_split.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_case\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_case_activity.htm&type=5)

#### NEW QUESTION # 129

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