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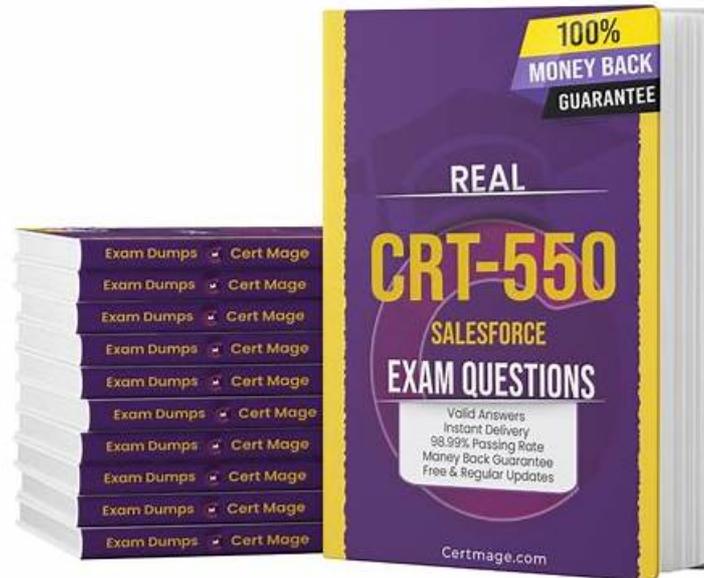

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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q106-Q111):

NEW QUESTION # 106

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take to create Send Classifications? Choose 2 answers

- A. Define custom Reply Mail Management
- B. Define a Delivery Profile
- C. Define a Sender Profile
- D. Define a Subscriber-specific From Name

Answer: B,C

NEW QUESTION # 107

An online retailer would like to utilize Journey Builder interactions for sending post-purchase communications to their customers.

What Contact Entry mode best fits this scenario?

- A. Re-entry anytime
- B. Re-entry after time
- C. Re-entry only after existing
- D. No re-entry

Answer: C

NEW QUESTION # 108

Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP), They send regularly 300,000 What should they be aware of with respect to sender reputation?

- A. They should have a shared IP since their volume is under 500,000 messages per month.
- B. They should have one dedicated IP address for every 100,000 messages send per month.
- C. They should send at least 250,000 messages per month to maintain their sender reputation.
- D. They should have one SAP for transactional sends and another for commercial sends.

Answer: B

NEW QUESTION # 109

A customer wants to send SMS messages as part of a Journey. They are concerned the messages will deploy when subscribers are asleep. If a subscriber qualifies to receive an SMS message as part of the journey between 1 a.m. and 6 a.m., the customer prefers the message to not be sent.

What solution should a consultant recommend to meet the criteria?

- A. Run an Import Definition at 12 a.m. to create a suppression list.
- B. Create and enable a BLOCKOUT window In MobileConnect.
- C. Run a SQL Query at 12:30 a.m. to create a suppression list.
- D. Create a Journey Goal to exit subscribers from the Journey.

Answer: B

Explanation:

Creating and enabling a BLOCKOUT window in MobileConnect can be used to prevent SMS messages from being sent during certain hours of the day. A BLOCKOUT window is a time period during which no messages are sent or received by MobileConnect, regardless of when they were scheduled or triggered.

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

NEW QUESTION # 110

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who

have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud. What solution should be recommended for execution efficiency?

- A. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- B. Use Automation Studio to prepare personalization data and initiate journey.
- C. Use Automation Studio and Salesforce sends with campaign as an audience.
- D. Use send from Salesforce CRM and Salesforce report to prepare personalization data.

Answer: B

Explanation:
Explanation
To send out a biweekly newsletter with personalized property listings for new contacts added to a newsletter campaign in Salesforce CRM, a real estate agency should use Automation Studio to prepare personalization data and initiate journey. Automation Studio can run a scheduled automation that imports new contacts from Salesforce CRM into a data extension, runs query activities to join and filter property data based on contact criteria, and injects contacts into a journey that sends the newsletter with personalized content. References:
https://help.salesforce.com/s/articleView?id=sf.mc_as_import_activity.htm&type=5
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NEW QUESTION # 111

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