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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q38-Q43):

NEW QUESTION # 38
Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for social advertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time via API. They want to configure their customer data for long- term cleanliness and maintainability.
Which two best practices should be utilized? (Choose 2 answers)

- A. When using an external database of record, utilize that system's identifier as the contact key.

- B. Configure Contact Builder to automatically generate a unique subscriber key.
- C. Regularly merge duplicate contacts to keep tracking data accurately.
- D. Define the subscriber key as a unique value that does not relate to a specific channel.

Answer: A,D

Explanation:
Comprehensive and Detailed Explanation:
Correct answers are B and D.
* B - The subscriber key should be channel-agnostic (not tied to an email address or phone number).
* D - If the external POS system is the source of truth, use its stable unique identifier as the Contact Key.
#Why others are wrong:
* A: Contact Builder does not automatically generate subscriber keys; you must define them.
* C: While merging duplicates is important, the question asks for initial best practices during setup, not ongoing maintenance.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Contact Key and Subscriber Key Best Practices:
"Use a stable, unique, non-channel-specific identifier as the Contact Key/Subscriber Key, preferably sourced from your system of record." (Source:https://help.salesforce.com/s/articleView?id=sf.mc_es_contact_key_best_practices.htm)
-

NEW QUESTION # 39

Northern Trail Outfitters has master data extension of 880,000 subscribers they want to randomly split into 11 groups to test different messaging strategies.
How could this be accomplished?

- A. Use Automation Studio with a random split activity.
- B. Create a random data extension within Contact Builder.
- C. Create a random data extension within Email Studio.
- D. Use Journey Builder with a random split activity.

Answer: A

NEW QUESTION # 40

A customer wants to limit the number of emails a subscriber receives to a maximum of one email every 14 days. After the 14-day period, the subscriber is eligible to receive the next message.
What should a consultant recommend to meet this criteria?

- A. Create an exclusion data extension populated with the identified subscribers.
- B. Create a suppression list populated with the identified subscribers.
- C. Query contacts from the Einstein Engagement Frequency data extension when creating the send.
- D. Import the identified subscribers into a list when creating the send.

Answer: C

Explanation:
Einstein Engagement Frequency analyzes subscriber engagement and determines optimal send frequencies.By querying the Einstein Engagement Frequency data extension, you can identify subscribers who have received emails within the past 14 days and exclude them from the current send, ensuring compliance with the desired frequency cap.CloudKettle Reference:
Salesforce Help:Einstein Engagement Frequency

NEW QUESTION # 41

A customer wants to automate the process of sending a series of welcome emails based on the Subscriber's data. Emails should be sent weekly for up to five weeks. If a subscriber makes a purchase, they should stop receiving welcome emails. A Boolean flag should be set in the data extension if the subscriber makes it through the welcome series.
Which steps should be used to accomplish this in Journey Builder?

- A. Define Goal, Update Contact Data, Send Email, Wait
- B. Define Goal, Send Email, Wait, Decision Split

- C. Random Split, Send Email, Wait, Define Goal
- D. Update Contact Data, Wait, Send Email, Join

Answer: A

NEW QUESTION # 42

North Trail Outfitters (NTO) wants to automate the sending of shipping notices and a customer survey.

*Shipping notices will be sent once a day.

*The shipping file will be placed on the FTP sometime after 4:00 p.m.

*The shipping data will be stored in the shipping Notice data extension.

*A field in the data extension will contain the shipping data.

*The survey needs to be sent at 9:00 a.m., exactly 10 days after the customers order ships.

Which workflow would most effectively enable NTO to do this?

A)
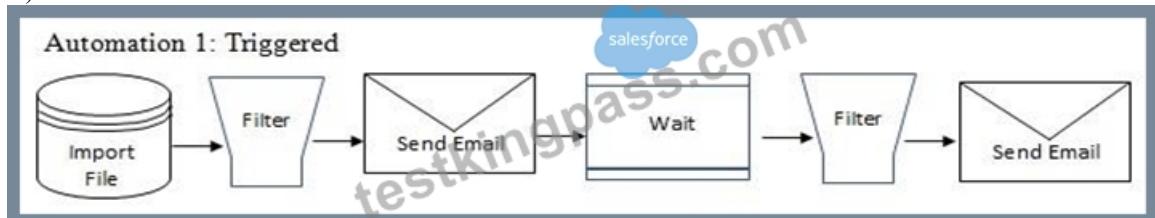
B)
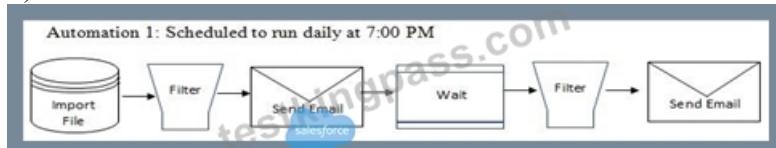
C)

D)
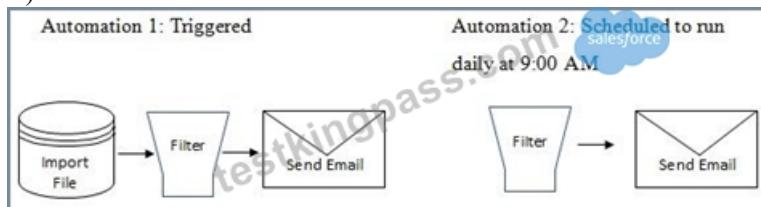
- A. Option C
- B. Option B
- C. Option A
- D. Option D

Answer: C

NEW QUESTION # 43

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