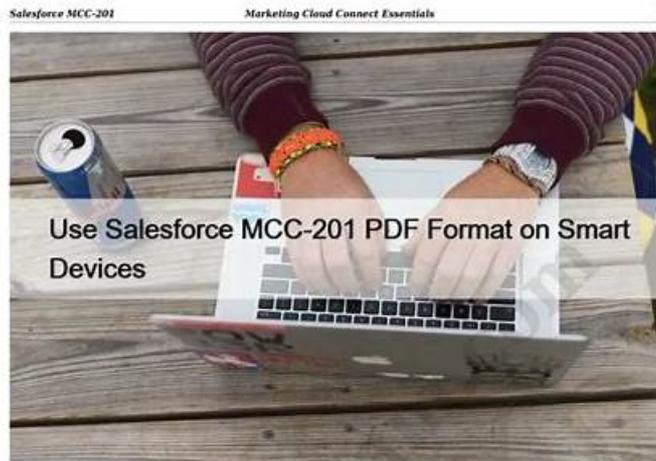


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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q134-Q139):

NEW QUESTION # 134

Northern Trail Outfitters (NTO) uses the SAP domain comms.nto.com and has just opened an office in Australia. They have created a business unit for their new office and want to use the domain comms.nto.com.au to send emails to their Australian customers.

What would be required to enable sending emails from their new domain without impacting deliverability?

- A. An additional Sender Authentication Package
- B. Register the new domain in Setup > From Address Management
- C. An additional IP address
- D. An additional private domain

Answer: C

NEW QUESTION # 135

Northern Trail Outfitters (NTO) is migrating from a series of local legacy email automation tools to a single global Marketing Cloud instance to leverage its multi-channels abilities as well as native Salesforce Connector to their global Sales Cloud instance.

Which three factors Should be considered before finalizing the number of business unit they need to purchase? (Choose 3 answers)

- A. Number of Sales Cloud sandboxes
- B. If testing/development business unit(\$) is required
- C. Number of brands/geographies which NTO operates
- D. If data/content needs to be segregated between brands/geographies
- E. Number of Marketing Cloud users.

Answer: A,B,C

NEW QUESTION # 136

Northern Trail Outfitters (NTO) wants to send an email to all Contacts who have signed up for its newsletter, but have not joined its loyalty program. NTO has created a report in Sales Cloud which it will select using a Send Flow in Content Builder.

Which field name should be included in the report in addition to email address?

- A. Contact ID
- B. External ID
- C. CampaignMember ID
- D. Individual ID

Answer: A

NEW QUESTION # 137

Northern Trail Outfitters has a customer login page on their website and wants to use Marketing Cloud to send an email to customers who need to reset their password. The email needs to be sent as quickly as possible. Their web server should receive a notification when the email is sent.

Which solution should they use?

- A. Transactional Messaging API
- B. Single Send journey with an API Event entry source
- C. Multi-Step journey with an API Event entry source
- D. Triggered Send Definition

Answer: D

NEW QUESTION # 138

Every day at 3 a.m., Northern Trail Outfitter' (NTO) data lake instance starts generating a file that contains all records that should be sent one email or another for the next day's marketing campaigns. The size of the file varies depending on the previous day's tracking activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends. What end-to-end process should deliver this efficiently?

- A. Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
- B. Scheduled Automation > File Transfer > Import > Series of Query Activities
- C. Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends
- D. Triggered Automation > Import > Data Extension Extract > Marketing Journey

Answer: C

Explanation:

This end-to-end process will efficiently deliver the desired result of importing the data from the data lake instance, segmenting it, and then executing the daily sends. The scheduling of the Automation will allow the process to run each day at 3 a.m., and the Import Activity will import the generated file. The data can then be segmented using a series of Query Activities and the emails can be sent using a series of Sends. Reference: https://help.salesforce.com/articleView?id=mc_es_automation_studio_overview.htm&type=5

NEW QUESTION # 139

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