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## Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q95-Q100):

### NEW QUESTION # 95

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. Use different subject lines and send "win back" emails with exclusive offers.
- B. Increase volume of sending, trying new times and days of the week.

- C. Send inactive subscribers different messaging at a different frequency.
- D. Remove subscribers who have not opened emails in three months.

**Answer: C,D**

#### NEW QUESTION # 96

ABC Company 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 some time after 4:00 p.m.
- \* The shipping data will be sorted in the Shipping Notice data extension.
- \* A field in the data extension will contain the shipping date.
- \* The survey needs to be sent at 9:00 a.m., exactly 10 days after the customer's order ships.

Which workflow would most effectively enable ABC Company to do this?

- A. Automation 1: Scheduled to run daily at 7:00 PM Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email
- B. Automation 1: Scheduled to run daily at 7:00 PM Import File -> Filter -> Send Email -> Wait -> Filter -> Send Email
- C. Automation 1: Triggered Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email
- D. Automation 1: Triggered Import File -> Filter -> Send Email -> Wait -> Filter -> Send Email

**Answer: D**

Explanation:

If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex: a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation.

Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file is encrypted.

#### NEW QUESTION # 97

Northern Trail Outfitters (NTO) stores customer purchase data in an external system. NTO ingests this data into Marketing Cloud through a file drop automation. The automation contains an import activity which overwrites a staging data extension, as well as an SQL Query activity which brings this data into a sendable data extension.

NTO's marketing manager wants to be informed if more than 1,000 records are ever imported through this automation, and would also like to prevent the sendable data extension from being updated that day.

Which solution is appropriate in this situation?

- A. validate the row count of the staging data extension and send a notification email.
- B. Place a Verification Activity between the import and SQL Query activity.
- C. Implement a Wait Activity to wait until the data extension is populated with records.
- D. Write a custom SSJS script to

**Answer: C**

#### NEW QUESTION # 98

What is the skill set you need to build emails with dynamic content?

- A. HTML
- B. Ampscript
- C. SSJS
- D. CSS

**Answer: B**

### NEW QUESTION # 99

Northern Trail Outfitters wants to target Contacts in an abandoned cart Journey with a Facebook ad. An Ad Campaign Activity has been added to the Journey canvas.

Which extension product should be enabled to use the Ad Campaign Activity?

- A. Interaction Studio
- B. Audience Studio
- C. Social Studio
- **D. Advertising Studio**

**Answer: D**

Explanation:

To use the Ad Campaign Activity in a Journey Builder journey, Northern Trail Outfitters should enable Advertising Studio. Advertising Studio is a tool that allows marketers to create and manage advertising campaigns on different platforms, such as Facebook, Google, or Twitter. The Ad Campaign Activity is a feature of Advertising Studio that allows marketers to add contacts from a journey to an advertising audience and target them with relevant ads. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_advertising\\_studio.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_advertising_studio.htm&type=5) [https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_ad\\_campaign\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_ad_campaign_activity.htm&type=5)

### NEW QUESTION # 100

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