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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q19-Q24):

NEW QUESTION # 19

Northern Trail Outfitters receives data from their point-of-sale system every night. The file is placed on their Enhanced FTP, but there is not a consistent time or naming convention for the file.

In which two ways should they set up their automation to import the data from the file on a nightly basis?

(Choose 2 answers)

- A. `%%BASEFILENAME_FROM_FILEDROP%%`
- B. Scheduled Starting Source
- C. File Drop Starting Source
- D. `%%BASEFILENAME_FROM_TRIGGER%%`

Answer: A,B

Explanation:

This allows you to specify the exact name of the file when running the automation. The File Drop Starting Source is an automation activity that allows you to specify the source of the File Drop as either a Scheduled or Manual event. This allows you to control when the data is imported from the Enhanced FTP file.

To set up their automation to import the data from the file on a nightly basis, Northern Trail Outfitters should use two ways to start their automation:

* File Drop Starting Source. This is a trigger that starts an automation when a file is dropped in an Enhanced FTP folder or an external SFTP location.

* Scheduled Starting Source. This is a trigger that starts an automation at a specified date and time or at recurring intervals.

%%BASEFILENAME_FROM_TRIGGER%% and %%BASEFILENAME_FROM_FILEDROP%% are not starting sources, but variables that can be used in file transfer or import activities to reference file names. References:

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

NEW QUESTION # 20

Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as part of the newsletter.

Which two solutions could pull in the RSS feed at the time of send?

Choose 2 answers

- A. External Content
- B. Dynamic Content
- C. Personalization Strings
- D. AMPscript

Answer: A,C

NEW QUESTION # 21

A customer executes a large number of sends via Marketing Cloud connect and is concerned about API limits.

What should the consultant suggest to minimize the impact of Marketing Cloud Connect on daily API limits?

Choose Two

- A. Upgrade the MC account to ConnectedApp
- B. Turn off Individual Level Tracking
- C. Turn off link details tracking
- D. Filter data

Answer: A,B

NEW QUESTION # 22

A user receives a message stating that there is an error binding data bound member when testing an Entry Event in Journey Builder.

What can a user do to ensure that contacts enter this interaction successfully based on the error message?

Choose 2 answers

- A. Import new subscribers to the All Subscribers table.
- B. Fire the event in both Automation Studio and the Entry Event.
- C. Make sure the contact is above the High Water Mark on the source data.
- D. Select a source DE with a root relationship to the contact.

Answer: C,D

NEW QUESTION # 23

A customer wants to display a subscriber's first name and the date of send in its monthly newsletter. Subscriber first name data is stored in a data extension that will not be used in the send definition.

Which option should be in this scenario?

- A. Guide Template Language

- B. SQL Query
- **C. AMPscript**
- D. Personalization strings

Answer: C

NEW QUESTION # 24

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