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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q145-Q150):

NEW QUESTION # 145

Northern Trail Outfitters (NTO) wants to send using the From Address of marketing@email.nto.com. They will then automatically forward replies to customerservice@nto.com. NTO also wants to include an automatic reply to the customer's email address customer@example.com.

Which email address would appear as the From Address for the automatic reply to the customer?

- A. reply@marketingcloud.com
- B. customer@example.com
- C. customerservice@nto.com
- D. A.marketing@email.nto.com

Answer: A

Explanation:

Explanation

The email address that would appear as the From Address for the automatic reply to the customer is reply@marketingcloud.com.

This is because Northern Trail Outfitters has configured their Reply Mail Management settings to forward replies to customerservice@nto.com and send an auto-reply message to the customer's email address. The From Address for the auto-reply message is always reply@marketingcloud.com, regardless of the original From Address or the forwarding address.

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

NEW QUESTION # 146

A customer is creating a re-engagement campaign. The Campaign only targets subscribers who have had emails fail at send time due to held status within the last 60 days. The goal is to send an SMS to the subscribers asking them if they want to update their email address.

What should a consultant recommend to meet the criteria?

- A. Use SQL Query and File Transfer activities from Automation Studio to inject the subscribers into an API Event used as Entry Source by Journey Builder
- B. Use SQL Query and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder
- C. Use Data Extension Extract and Import activities from Automation Studio to inject the subscribers into a CloudPage used as an Entry Source by Journey Builder
- D. Use Tracking Extract, File Transfer, and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.

Answer: D

Explanation:

By using Tracking Extract, File Transfer, and Import activities from Automation Studio, you can extract the data from the subscribers who have had emails fail due to held status within the last 60 days [1][2], and then transfer the data into a data extension that can be used as an Entry Source for Journey Builder. This will allow you to create an SMS message that can be sent to the subscribers to ask them to update their email address. Additionally, Automation Studio provides the ability to schedule and automate the process so that the data is regularly updated and the SMS message is sent on a regular basis. For further information, please refer to the following Salesforce documentation:

* Automation Studio Overview: https://help.salesforce.com/articleView?id=mc_as_overview.htm&type=5 * Automation Studio

Activities: https://help.salesforce.com/articleView?id=mc_as_activities.htm&type=5 * Data Extensions Overview:

https://help.salesforce.com/articleView?id=mc_es_data_extensions.htm&type=5 * Journey Builder Overview:

https://help.salesforce.com/articleView?id=mc_jb_overview.htm&type=5

NEW QUESTION # 147

Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend? (Choose 2 answers)

- A. Mobile Device ID
- **B. Email**
- **C. CRM ID**
- D. Loyalty Program Number

Answer: B,C

NEW QUESTION # 148

A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history.

That database only updates once a day where new records can be created and merged. The database uses an "Email ID," which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.

What key issue should be addressed? Choose 3 answers

- **A. What will be used as the Subscriber Key?**
- **B. How will Marketing Cloud and the database sync up?**
- C. Will the company need a custom preference center?
- D. What publication lists will be used?
- **E. Will new users have an "Email ID"?**

Answer: A,B,E

NEW QUESTION # 149

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

- **A. Create a Journey with a Salesforce Data entry source and an Email Activity**
- B. Create a scheduled Automation with a Query Activity and a Send Email Activity
- C. Use Content Builder Send Flow to send the email to the Salesforce Campaign
- D. Create a Journey with a Salesforce Campaign entry source and an Email Activity

Answer: A

Explanation:

To send a welcome email to contacts when a contact record is added as a campaign member to a 'Loyalty Member' campaign in Sales Cloud, Northern Trail Outfitters should create a journey with a Salesforce Data entry source and an email activity. A Salesforce Data entry source allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as campaign members. An email activity allows marketers to send an email message to contacts in a journey. References:

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NEW QUESTION # 150

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