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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q102-

Q107):

NEW QUESTION # 102

Northern Trail Outfitters wants to connect relational data into their Journey without overloading the entry data. How should they connect the data?

- A. Data Relationships
- **B. Data Designer**
- C. Contact Configuration
- D. Entry Source Data Extension

Answer: B

NEW QUESTION # 103

Northern Trail Outfitters' marketing team is made up of a marketing manager, a marketing specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.

What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Publication Lists
- B. Attribute Groups
- C. Query Activities
- **D. Data Filters**

Answer: D

Explanation:

To allow for long-term self-sufficiency in segmentation, Northern Trail Outfitters should use data filters. Data filters are a user-friendly tool that allows marketers to segment their data based on criteria and conditions without coding. Data filters can also be refreshed and reused for different campaigns. Attribute groups are used to link data sources in Contact Builder, not for segmentation. Publication lists are used to manage opt-in preferences, not for segmentation. Query activities require SQL knowledge and coding skills, which the marketing team lacks. References: https://help.salesforce.com/s/articleView?id=sf.mc_es_data_filters.htm&type=5

NEW QUESTION # 104

Northern Trail Outfitters (NTO) is the holding company of three subsidiaries: Universal Containers, Ursa Major Solar, and Cloud Kicks. NTO recently purchased Marketing Cloud and has asked its consultant to recommend a scalable business unit (BU) hierarchy. They don't plan on executing any marketing campaigns on behalf of the NTO holding company, but NTO employees would like access to all subscribers and aggregate reporting. Additionally, each subsidiary business will be regularly running campaigns and should have their own branding, content, and subscribers.

Which solution should the consultant recommend?

- A. One parent BU and two child BUs with their own Sender Authentication Packages.
- **B. One parent BU and three child BUs with their own Sender Authentication Packages.**
- C. One parent BU with three additional private domains.
- D. One parent BU and one child BU

Answer: B

NEW QUESTION # 105

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

Answer: D

Explanation:

A Verification Activity can check conditions (such as row count) between steps in an automation. You can configure it to send an alert if the number of imported records exceeds a threshold (like 1,000) and halt the automation, preventing the SQL query from running and updating the sendable Data Extension.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Verification Activities

"Verification Activities allow you to evaluate conditions during an automation. You can stop the automation or send a notification if the verification fails."

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NEW QUESTION # 106

The marketing team at Northern Trail Outfitters is new to Marketing Cloud and has very little coding experience. The team would like to take their built audience and serve personalized content based on a field in the data extension.

Which solution should the consultant recommend?

- A. Dynamic Content Blocks
- B. Reference Content Blocks
- C. AMPscript
- D. Separate template-based emails

Answer: A

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is D - Dynamic Content Blocks.

* Dynamic Content Blocks allow non-technical users to personalize email content based on field values without writing code.

* It's a drag-and-drop method where rules are created visually, ideal for a team with little coding experience.

#Why others are wrong:

* A: Sending separate template-based emails would be inefficient and hard to manage at scale.

* B: Reference Content Blocks help reuse content but don't personalize based on data fields.

* C: AMPscript requires scripting knowledge, which the team lacks.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Dynamic Content Blocks Overview:

"Dynamic Content Blocks let users create different content variations based on subscriber attributes without the need for coding, making it easy to personalize emails." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_dynamic_content.htm)

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NEW QUESTION # 107

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