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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q21-Q26):

NEW QUESTION # 21

North Trail Outfitters (NTO) 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 sometime after 4:00 p.m.

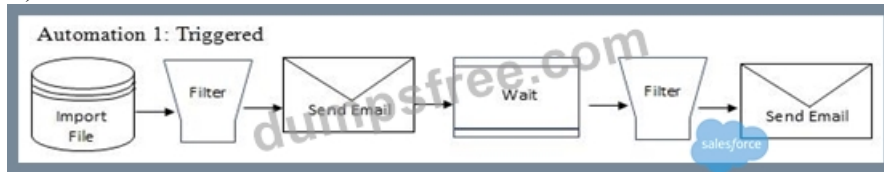
*The shipping data will be stored in the shipping Notice data extension.

*A field in the data extension will contain the shipping data.

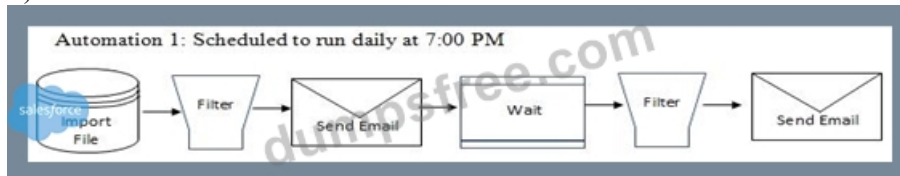
*The survey needs to be sent at 9:00 a.m., exactly 10 days after the customers order ships.

Which workflow would most effectively enable NTO to do this?

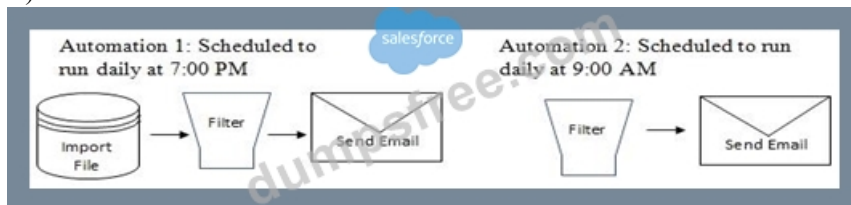
A)



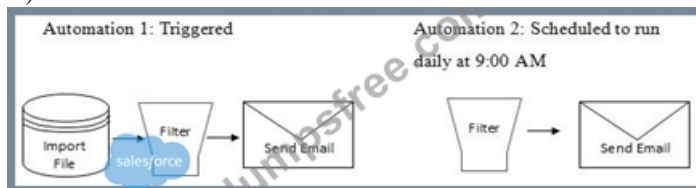
B)



C)



D)



- A. Option C
- B. Option B
- C. Option D
- **D. Option A**

Answer: D

NEW QUESTION # 22

A customer wants to set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud. They are currently in the process of hiring a full-time developer but want an implementation in place for the developer to maintain.

What should the customer have in place to ensure this solution can be implemented?

- A. A Transactional Journey with the Not Sent Notification activity included
- B. An Interaction Studio instance to ingest their data
- C. A Datorama instance to ingest their data
- **D. An external system to receive and confirm callback and subscriptions**

Answer: D

Explanation:

To set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud, Northern Trail Outfitters should have an external system to receive and confirm callback and subscriptions. Callbacks are notifications that Marketing Cloud sends to an external system when certain events occur, such as message failures or bounces. Subscriptions are

requests that specify which events and messages an external system wants to receive callbacks for. References: <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-apis.meta/mc-apis/transactional-m>

NEW QUESTION # 23

Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications. Their app uses the Mobile Push SDK.

In which two ways should this segment be created?

- A. Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.
- B. Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
- C. Using Automation Studio, query the _MobilePushDemographics Data View and save this to a data extension.
- D. Using Contact Builder, create a Filter Data Extension from AB Contact where there is record in MobilePush Demographics.

Answer: A,C

Explanation:

To target all customers who have registered to receive push notifications, Northern Trail Outfitters can use two ways to create this segment:

* Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group. This is a user-friendly tool that allows marketers to segment their mobile push audience based on criteria and conditions without coding.

* Using Automation Studio, query the _MobilePushDemographics Data View and save this to a data extension. This is a more advanced tool that allows marketers to segment their mobile push audience using SQL queries and data views.

Using Journey Builder or Contact Builder are not ways to create segments for mobile push audiences, as they are used for different purposes. References:

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

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

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

NEW QUESTION # 24

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- A. File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Answer: C

NEW QUESTION # 25

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

Answer: A,D,E

NEW QUESTION # 26

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