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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q91-

Q96):

NEW QUESTION # 91

Northern Trail Outfitters (NTO) wants to import recent customer transaction data from their data warehouse into Marketing Cloud on a nightly basis. They plan to create a File Drop Automation to trigger an automation when a data file is transferred from the data warehouse to the import folder in their Enhanced FTP account.

NTO notes that user passwords expire every 90 days and they do not want to update their file transfer script on the data warehouse each time a password changes and they do not want to compromise security.

Which solution should the consultant recommend?

- A. Request SSH key authentication to be enabled for the FTP user and create an SSH Key in Key Management
- B. Contact the Marketing Cloud account representative to enable Single Sign-On Authentication using SAML
- C. Enable the 'Exclude FTP Users From Password Expiration' option in Setup > Security Settings
- D. Upload data files to Marketing Cloud using SFTP instead of FTP

Answer: A

Explanation:

Explanation

SSH key authentication is a method of authenticating FTP users using SSH keys instead of passwords. SSH keys are more secure than passwords because they are encrypted and do not expire or need to be changed periodically. By requesting SSH key authentication to be enabled for their FTP user and creating an SSH key in key management, NTO can upload data files to Marketing Cloud using SFTP without having to update their file transfer script on the data warehouse each time a password changes and without compromising security.

References:

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

NEW QUESTION # 92

Northern Trail Outfitters (NTO) plans on sending SMS and push notifications together with emails as part of a new customer onboarding journey.

What should a consultant recommend as a unique identifier for each subscriber?

- A. A number field such as subscriber's phone number for Contact Key.
- B. A common field like Physical Address for Contact Key.
- C. An email address for Contact Key.
- D. A GUID or another generated ID for Contact Key.

Answer: D

Explanation:

To send SMS and push notifications together with emails as part of a new customer onboarding journey, Northern Trail Outfitters should use a GUID or another generated ID for Contact Key. A Contact Key is a unique identifier for each contact in Marketing Cloud across different channels and platforms. A GUID or another generated ID is recommended as a Contact Key because it is persistent, consistent, and channel-agnostic. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5

NEW QUESTION # 93

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 date extension from being updated that day.

Which solution is appropriate in this situation?

- A. Write a custom SSJS script to
- B. Place a Verification Activity between the import and SQL Query activity.
- C. Split the existing activities into two separate automations.

- D. validate the row count of the staging data extension and send a notification email.
- E. **Implement a Wait Activity to wait until the data extension is populated with records.**

Answer: E

Explanation:

Explanation

By placing a Verification Activity between the import and SQL Query activities, you can check to see if more than 1,000 records have been imported from the external system. If the row count exceeds 1,000, the automation can be paused and a notification email can be sent. This will allow NTO's marketing manager to be informed if more than 1,000 records are imported, and will also prevent the sendable data extension from being updated that day. 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 * Verification Activity in Automation Studio: https://help.salesforce.com/articleView?id=mc_as_verification_activity.htm&type=5 * Wait Activity in Automation Studio: https://help.salesforce.com/articleView?id=mc_as_wait_activity.htm&type=5

NEW QUESTION # 94

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 and one child BU.
- D. One parent BU with three additional private domains.

Answer: B

Explanation:

The best practice is to have one Parent BU (NTO) and three separate Child BUs (Universal Containers, Ursa Major Solar, and Cloud Kicks) - each with its own Sender Authentication Package (SAP) for branding, authentication, and independent sending reputation.

This structure provides clear separation of assets, subscribers, and branding while allowing NTO to retain access for reporting and oversight at the Parent BU level.

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Business Unit Hierarchies

"Use a Parent BU to manage settings and aggregate reporting across Child BUs. Assign separate Sender Authentication Packages to each Child BU for independent branding and deliverability." Source: Salesforce Implementation Guide - Business Unit Structure

"A scalable hierarchy should provide isolation for brand-specific assets and subscribers while maintaining corporate oversight."

NEW QUESTION # 95

Northern Trail Outfitters (NTO) is creating a birthday journey and one of the requirements is to divert anyone who has redeemed the promotional code before reminder emails are sent on the 15th and 20th of each month.

Their transactional information, which includes redeemed promo codes, is housed in a separate data extension than the one used for Journey injection. NTO needs to use an attribute to attribute comparison on the customer number field in the Journey source and transaction data extensions.

Which activity would they use to accomplish this?

- A. Decision Split Activity using only Contact Data
- B. **Decision Split Activity using both Contact and Journey Data**
- C. Einstein Split Activity
- D. Decision Split Activity using only Journey Data

Answer: B

NEW QUESTION # 96

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