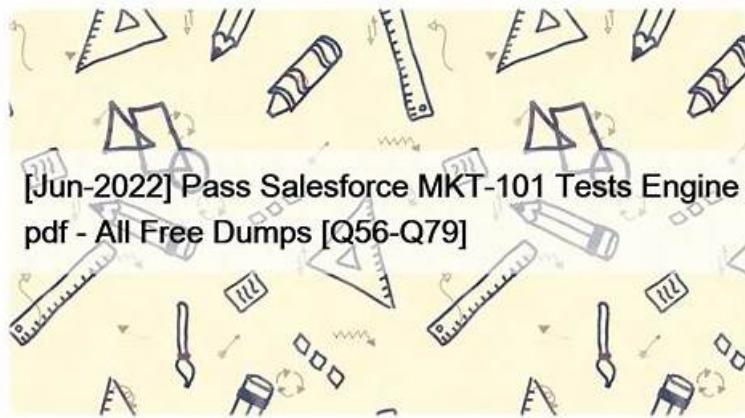


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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q39-Q44):

NEW QUESTION # 39

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

Answer: C

NEW QUESTION # 40

A marketer is using Preview .. Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

- A. Test sends are not recorded on the Send Log Data Extension.
- B. The send exceeded the maximum test send threshold.
- C. A subscriber was not selected in the Subscriber Preview tab.

Answer: A

NEW QUESTION # 41

A Marketer developed an email with personalized content based on 5 geographical regions; Northwest - Static Image; Southwest - Image carousel; Central - No content; Northeast - Static image; Southwest - Coupon; How many dynamic content rules need to be created to accomplish this?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: B

NEW QUESTION # 42

Which statement regarding editing an email template is true? (Choose 2) *****

- A. Changes to a template are automatically inherited in emails built from that template
- B. Changes to a template cannot be made once it is saved in the application
- C. A template does not automatically affect emails created from that template
- D. Updating an email to reflect changes made in its template can be done in the email properties

Answer: B,C

NEW QUESTION # 43

What is a personalization string?

- A. The snippet of text at the top of the email that is visible before an email has been opened
- B. A snippet of text that inserts subscriber attributes into an email
- C. An automated way of scraping a website for content to populate inside of an email
- D. A content area that will display based on a subscriber attribute

Answer: B

NEW QUESTION # 44

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