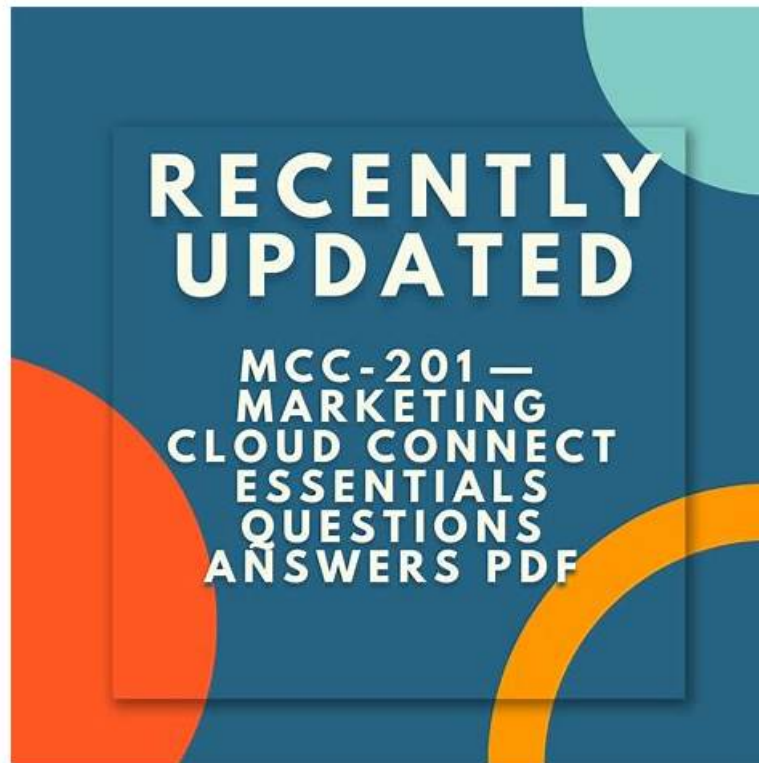


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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q92-Q97):

NEW QUESTION # 92

A customer manages their field technicians in Salesforce CRM connected to Marketing Cloud. Once an appointment with a contact is scheduled for the technician through CRM, the notification message should be sent to the contact informing them about the scheduled visit date. When the notification is sent the "Confirmation sent" checkbox on the appointment record should be updated in CRM.

All appointments scheduled on a given day will have their status updated in CRM at the end of business hours. The Appointment object does not have a direct relationship with the contact.

What solution would a consultant recommend to address this use case?

- **A. Configure journey with API Event entry source, Process Builder to trigger event; use Journey Builder activities to send notification and update CRM record(s)**
- B. Configure Salesforce Send with Salesforce data extension, using Automation Studio activities to refresh the audience; send notification and SSJS activity to update CRM record(s)
- C. Configure journey with Salesforce Data entry source; use Journey Builder activities to send notification and update CRM record(s)
- D. Configure journey with Data Extension entry source; use Automation Studio activities to refresh the audience and Journey Builder activities to send notification and update CRM record(s)

Answer: A

NEW QUESTION # 93

Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as part of the newsletter.

Which two solutions could pull in the RSS feed at the time of send?

Choose 2 answers

- **A. Personalization Strings**
- B. Dynamic Content
- **C. External Content**
- D. AMPscript

Answer: A,C

NEW QUESTION # 94

Northern Trail Outfitters (NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. These emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.

How should NTO marketers ensure there's a limit to the number of times a particular image asset can be chosen for a customer?

- A. Set Fatigue Rules for the product Asset Classes.
- B. Utilize Einstein Engagement Frequency to send the emails less often.
- **C. Ask the content team to create more images in order to diversify the asset pool.**
- D. Set a Fallback Asset.

Answer: C

Explanation:

To ensure there's a limit to the number of times a particular image asset can be chosen for a customer, Northern Trail Outfitters should set fatigue rules for the product asset classes. Fatigue rules are settings that allow marketers to control how often an asset can be selected for a customer within a specified time period. For example, a fatigue rule can prevent an asset from being selected more than once in 14 days. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_ceb_einstein_content_selection_fatigue_rules.htm&type=5

id=sf.mc_ceb_einstein_content_selection_fatigue_rules.htm&type=5

NEW QUESTION # 95

Northern Trail Outfitters uses a Salesforce Data Entry Source in their Journey that injects Salesforce Orders when they are either created or updated with a status of New, Currently Knitting Shipped, and Complete. Their Journey works when orders are created, but they notice that it does not inject customers when their status is updated. What could be causing this?

- A. The associated Contact should be updated to be injected
- **B. Orders are not being updated from not meeting criteria to meeting criteria**
- C. Synchronized Data Sources poll for changes every 15 minutes at the quickest
- D. Orders should be set up to allow injection upon update in Connect Configuration

Answer: B

NEW QUESTION # 96

Northern Trail Outfitters has a file that drops intermittently to their SFTP account. Once this file drops, they want to be able to have it immediately imported and then segmented to enter a specific journey depending on the data inside the file. Which two options would meet these requirements?

Choose 2 answers

- **A. File Drop Automation**
- B. Decision Split
- C. Scheduled Automation
- **D. SQL Query**

Answer: A,D

NEW QUESTION # 97

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