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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q39-Q44):

NEW QUESTION # 39

Northern Trail Outfitters (NTO) has doubled in size over the last couple of years. Because of this growth they have decided to organize their company into Business Units to better manage operations.

Which statement is correct regarding the Business Unit functionality within Marketing Cloud?

Choose 2 answers

- A. Business Units can mirror an organization's operational structure.
- B. Business Units can share information with other Business Units.
- C. Business Units can have more than one parent Business Unit.
- D. Subscribers can only appear in one Business Unit.

Answer: A,B

NEW QUESTION # 40

Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.

How could they resolve this issue?

- A. Format the phone field in Salesforce as +[phonenumber].
- B. Configure the phone field in Salesforce as US locale.
- C. Select 'US' as the sending country in SMS activity.
- D. Select 'Normalize Phone Number*' in Journey settings.

Answer: A

NEW QUESTION # 41

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 a.m. 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 automation should meet these requirements?

- A. Scheduled Starting Source: Data Extract > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. File Drop Starting Source: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. Scheduled Starting Source: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. File Drop Starting Source: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Answer: B

NEW QUESTION # 42

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response?

- A. Response are not sent with the Conversation Window.
- B. Next keyword was not specified on the outbound message.
- C. Responses are not sent within 24 hours of the outbound message.
- D. Response contained "stop" in the message content.

Answer: A,B

Explanation:

Two potential reasons for SMS responses getting the default keyword response rather than the appropriate next keyword response are:

Responses are not sent within the Conversation Window. The Conversation Window is a setting that defines how long MobileConnect waits for a response from a subscriber after sending an outbound message. If a subscriber responds after the Conversation Window expires, MobileConnect treats their response as a new inbound message rather than part of an ongoing

Next keyword was not specified on the outbound message. The Next Keyword is a setting that defines what keyword MobileConnect expects from a subscriber after sending an outbound message. If a subscriber responds with a different keyword than what MobileConnect expects, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

NEW QUESTION # 43

What should a consultant recommend to meet this criteria?

- Answer: B**

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