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Salesforce Marketing Cloud Connect Essentials Sample Questions (Q65-Q70):

NEW QUESTION # 65
Every day at 3 a.m., Northern Trail Outfitter' (NTO) data lake instance starts generating a file that contains all records that should be

sent one email or another for the next day's marketing campaigns. The size of the file varies depending on the previous day's tracking activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends.
What end-to-end process should deliver this efficiently?

- A. Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends
- B. Triggered Automation> Import > Data Extension Extract > Marketing Journey
- C. Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
- D. Scheduled Automation > File Transfer > Import > Series of Query Activities

Answer: C

Explanation:
To import the data, segment the data, and execute the daily sends as soon as the file is generated by the data lake instance, Northern Trail Outfitters should use a triggered automation that contains an import activity, a series of query activities, and a series of sends. A triggered automation can start when a file is dropped in a specified location, such as an FTP folder. An import activity can import the file into a data extension. A series of query activities can segment the data based on the criteria for different campaigns. A series of sends can send the emails to the segmented data extensions. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio_triggers.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_as_import_activity.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_es_create_a_user_initiated_email_interaction.htm&type=5

NEW QUESTION # 66
Northern Trail Outfitters is investigating implementing MobileConnect to allow SMS messaging in their UK, Germany, and Swiss subsidiaries. Each subsidiary has its own business unit and they are trying to determine if a single long code could be used for all markets.
What functionality would tie to additional long code Implementation?

- A. Do they need to support inbound messages in each country?
- B. Do they need to support UTF-8 characters in their SMS?
- C. Do they need to support different From Names by country?
- D. Do they need to have independent reporting on SMS sends by country?

Answer: A

NEW QUESTION # 67
A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign.
What hierarchy should be recommended?

- A. One business unit.
- B. One parent business unit and a child business unit for each franchise owners
- C. A parent business unit for each franchise owner
- D. One parent business unit and a child business unit for franchise owners.

Answer: B

Explanation:
A parent business unit is the top-level business unit in an account hierarchy that can share data, content, and settings with its child business units. A child business unit is a lower-level business unit that inherits data, content, and settings from its parent business unit but can also have its own data, content, and settings. By creating a parent business unit for the corporate office and a child business unit for each franchise owner, the customer can achieve data and content sharing as well as customization and segmentation for each local store. Reference: https://help.salesforce.com/articleView?id=sf.mc_overview_business_units.htm&type=5

NEW QUESTION # 68
What are two possible outcomes when "Multipart MIME" is selected during the send process? Choose 2 answers

- A. An auto-generated text version will be sent with your HTML email.
- B. A custom text version will be sent with your HTML email.

- C. The email will avoid detecting by various SPAM filters.
- D. Open and click activity are tracked in either version.

Answer: A,D

NEW QUESTION # 69

Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.
Which two reasons could be the cause?
Choose 2 answers

- A. Synchronized Data Sources only push data every 15 minutes
- B. ContactID was used as Subscriber Key
- C. Email Address was used as Subscriber Key
- D. Individual Level Tracking was not selected in Marketing Cloud Configuration

Answer: C,D

NEW QUESTION # 70

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Suppose we work with one of those stores, looking Reliable MCC-201 Dumps Files at numbers of customers entering the store each day of the week for six months—these are time series data, This information is helpful to MCC-201 designers and architects who can use it to streamline key processes and increase conversion.

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