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# Salesforce Marketing Cloud Connect Essentials Sample Questions (Q48-Q53):

**NEW QUESTION # 48**

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud. What solution should be recommended for execution efficiency?

- A. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- B. Use Automation Studio to prepare personalization data and initiate journey.
- C. Use Automation Studio and Salesforce sends with campaign as an audience.
- D. Use send from Salesforce CRM and Salesforce report to prepare personalization data.

**Answer: A**

**NEW QUESTION # 49**

A customer needs to import data from an SFTP site. The customer wants to:
* Segment the contents of the file and then send emails.
* Transfer the file to the SFTP site at various times daily.
* Send to data extensions.
Which workflow should meet these requirements?

- A. Triggered Automation: Import File > SQL Query(s) > Send Email(s)
- B. Triggered Automation: Import File > Group Refresh > Send Email(s)
- C. Scheduled Automation: Import File > SQL Query(s) > Send Email(s)
- D. Scheduled Automation: Transfer File > Import File > SQL Query(s) > Send Email(s)

**Answer: A**

**NEW QUESTION # 50**

A data team wants to automate that sync of subscribers' Unsubscribes and status from their enterprise account to their external CRM In one consolidated file. They need to find subscribers In their Marketing Cloud account and their unsubscribe data for child business units.
Which two data views would they use to achieve this?
Choose 2 answers

- A. _Unsubscribe
- B. _Subscribers
- C. _Complaint
- D. _BusinessUnitUnsubscribes

**Answer: B,D**

Explanation:
The _Subscribers data view contains information about each subscriber in an account, such as subscriber key, email address, status, and business unit ID. The _BusinessUnitUnsubscribes data view contains information about each unsubscribe event for each subscriber in a business unit, such as subscriber key, business unit ID, and unsubscribe date. By using these two data views, the data team can find subscribers in their Marketing Cloud account and their unsubscribe data for child business units. Reference: https://help.salesforce.com/articleView?id=sf.mc_as_data_view_subscribers.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_as_data_view_businessunitunsubscribes.htm&type=5

**NEW QUESTION # 51**

Northern Trail Outfitters receives data from their point-of-sale system every night. The file is placed on their Enhanced FTP, but there is not a consistent time or naming convention for the file.

In which two ways should they set up their automation to import the data from the file on a nightly bais? (Choose 2 answers)

- A. Scheduled Starting Source
- B. File Drop Starting Source
- C. %%BASEFILENAME_FROM_TRIGGER%%
- D. %%BASEFILENAME_FROM_FILEDROP%%

**Answer: A,D**

Explanation:

This allows you to specify the exact name of the file when running the automation. The File Drop Starting Source is an automation activity that allows you to specify the source of the File Drop as either a Scheduled or Manual event. This allows you to control when the data is imported from the Enhanced FTP file.

To set up their automation to import the data from the file on a nightly basis, Northern Trail Outfitters should use two ways to start their automation:

File Drop Starting Source. This is a trigger that starts an automation when a file is dropped in an Enhanced FTP folder or an external SFTP location.

Scheduled Starting Source. This is a trigger that starts an automation at a specified date and time or at recurring intervals. %%BASEFILENAME_FROM_TRIGGER%% and %%BASEFILENAME_FROM_FILEDROP%% are not starting sources, but variables that can be used in file transfer or import activities to reference file names. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio_triggers.htm&type=5

**NEW QUESTION # 52**

Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of their subscribers provide a Mobile Phone Number when registering.

Which three considerations should be made before implementing MobileConnect?

Choose 3 answers

- A. Opting in for messages can only be done via inbound message.
- B. Not all countries are supported by MobileConnect.
- C. Long and Short Codes are not available for all countries.
- D. Inbound messaging only works with local Long or Short Codes.
- E. NTO would be charged by mobile operators directly for messages.

**Answer: B,C,D**

Explanation:

Three considerations that should be made before implementing MobileConnect are:

Long and Short Codes are not available for all countries. Long codes are local phone numbers that can be used for sending SMS messages in some countries, while short codes are special numbers that can be used for sending SMS messages in other countries. However, not all countries have long codes or short codes available or supported by MobileConnect.

Inbound messaging only works with local Long or Short Codes. Inbound messaging is the ability to receive SMS messages from subscribers in response to outbound messages or keywords. This feature only works with local long codes or short codes that match the country of the subscriber's mobile number.

Not all countries are supported by MobileConnect. MobileConnect relies on mobile operators and aggregators to deliver SMS messages to different countries, but not all countries have these services available or supported by MobileConnect.

NTO would not be charged by mobile operators directly for messages, as they would pay for message credits or bundles through Marketing Cloud billing. Opting in for messages can be done via inbound message or other methods, such as web forms or APIs. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_mobileconnect_overview.htm&type=5

**NEW QUESTION # 53**

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