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QUESTION 1

A retail company's database of record resides at a third-party company which also keeps track of purchase history. Their database only updates once a day where new records can be created and merged. The database uses the unique identifier "Customer ID".

The company wants to send real-time Welcome emails to newly registered website users who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Customer ID" in the database.

Which three key issues should be addressed?

Choose 3 answers

- A. What publication lists will be used?
- B. Will the company need a custom preference center?
- C. How will Marketing Cloud and the database synchronize?
- D. Will new users have a "Customer ID"?
- E. What will be used as Subscriber Key?

Correct Answer: CDE

QUESTION 2

Which three statements are correct regarding the automation tools in Marketing Cloud?

Choose 3 answers

- A. Automation Studio and Journey Builder allow users to repeat an interaction indefinitely.
- B. Journey Builder allows users to inject Contacts from a data extension which is updated by Automation Studio.
- C. Journey Builder allows users to update a contact record in a journey or import data into a data extension.
- D. Automation Studio and Journey Builder allow users to define a wait activity based on duration.
- E. Automation Studio and Journey Builder allow users to define the parameters of a send within the tool.

Correct Answer: ABE

QUESTION 3

A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect, The trigger is on a Custom Object called "Shipments" and is enabled for Triggered Sends in Setup.

Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

- A. The Shipment object is on the Account Related List.
- B. There is a Master Detail Relationship from Contact to Shipment.
- C. The Shipment object requires a Lookup to Lead or Contact.
- D. An Apex Trigger is created on the Shipment object.

Correct Answer: AC

QUESTION 4

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

Correct Answer: BC

QUESTION 5

Northern Trail Outfitters (NTO) is saving each Email Address in its SendLog which is quickly increasing in size. NTO's marketers want to pull data from the SendLog for troubleshooting based on email address when a subscriber either does not receive an email or receives the wrong email.

Which design should the consultant recommend to perform their analysis?

- A. Set up and pull data from a SendLog Archive Data Extension.
- B. Filter data using a Filter Activity on SendLog Data Extension.
- C. Set up and pull data from _Sent and .Subscriber Data Views.
- D. Set up and pull data from Tracking Extracts in Automation Studio.

Correct Answer: C

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