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### QUESTION 1

The Advancement office wants to replace its legacy system with Salesforce and has hired a consultant to help them build a CRM Strategy. What are two recommendations the consultant should make to meet this requirement?

- A. Define organizational objectives.
- B. Start solution design during a discovery session.
- C. Implement Nonprofit Success Pack.
- D. Prioritize the organization's initiatives.

Correct Answer: AB

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### QUESTION 2

The Advancements Office wants Salesforce to automatically create a supporters' score based on their donation amount, giving capacity, giving history, and relationship type to the university. Which Salesforce solution should the consultant recommend?

- A. Tableau CRM
- B. Nonprofit Success Pack
- C. Einstein Prediction Builder
- D. Insights Platform Data Integrity

Correct Answer: B

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### QUESTION 3

A university needs an email marketing tool that all program staff can use for mass communications. Program staff need to send emails that list missing application items to students. The items are stored on a custom object in Salesforce. It is important that program staff only have access to their own department's marketing materials, leads, prospects, and templates.

Which solution should the consultant recommend?

- A. Salesforce Mass Email
- B. Custom automation with an email alert
- C. Marketing Cloud
- D. Digital Engagement Messaging

Correct Answer: C

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#### QUESTION 4

A customer wants to install the Education Data Architecture (EDA) into their existing Salesforce org. How should the consultant prepare for implementation?

- A. Choose a middleware tool to integrate EDA.
- B. Build applicable API customizations.
- C. Export all existing Salesforce data.
- D. Map Salesforce custom objects to EDA objects.

Correct Answer: D

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#### QUESTION 5

An institution has centralized email communications for alumni. Departments across the university should only be able to view their team's content. What should a consultant recommend to meet this requirement?

- A. Salesforce Data Management Platform
- B. Einstein Account-Based Marketing
- C. Pardot Business Unit
- D. Marketing Cloud Business Unit

Correct Answer: B

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