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QUESTION 1

Northern Trail Outfitters wants to segment audiences based on Sales Cloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Cloud.

A. Setup >Data Management > Synchronized Data Extensions

B. Contact Builder > Data Extensions > Synchronized Data Extensions

C. Contact Builder > Data Sources

D. Setup > Apps > Salesforce Integration

Correct Answer: C

QUESTION 2

A customer has an eCommerce site and imports data into three data extensions daily:

Orders, Order_Details, and \\'Products.

The data extensions contain the following information:

1.

Orders: OrderId, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal

2.

Order_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount

3.

Products: ProductId, SKU, Name, Description, Cost, Price Which two actions should be taken in Data Designer? Choose 2 answers

A. Create a one-to-one relationship between the contact record and Order Details.

B. Create a one -to -many relationship between Orders and Order_Details.

C. Create a one-to-one relationship between Orders and Order_Details.

D. Create a one-to-one relationship between Order_Details and Products.

Correct Answer: BD

QUESTION 3

Northern Trail Outfitters (NTO) uses Sender Authentication Package (SAP) for branding purposes. Their

German business unit is configured with the SAP domain de.ntomarketing .com.

The German NTO team is preparing for a campaign and wants to use customized CloudPages with the

domain de-special.ntomarketing.com.

How could the Marketing Cloud admin meet this requirement?

A. Purchase a new SAP for de-special.ntmarketing.com

B. Purchase a new private Domain for use in CloudPages

C. CloudPages must use the SAP domain

D. CloudPages must use pages.ntmarketing.com

Correct Answer: B

QUESTION 4

The Marketing Cloud admin for Northern Trails Outfitters wants to build an audience with Advertising Studio which mimics the traits of their most valuable customers.

Which network(s) support lookalike audiences directly from Advertising Studio?

A. Facebook and Twitter

B. Facebook

C. Google and Facebook

D. Twitter

Correct Answer: A

QUESTION 5

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.

Where should the Marketing Cloud admin begin troubleshooting?

A. Contact Builder > Synchronized Data Extensions

B. Automation Studio > File Transfers

C. Contact Builder > Data Sources

D. Email Studio > Synchronized Data Extensions

Correct Answer: C

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