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QUESTION 1

Northern Trail Outfitters (NTO) has been storing web behavior to a data extension for several years. They have indicated with several hundred millions of rows there has been an impact on performance. NTO indicates they only need to store data from the previous twelve months which will not exceed eighty million rows.

Which two methods would allow them to utilize a Retention Policy? (Choose 2 answers)

- A. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.
- B. Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.
- C. Reconfigure the current data extension as-is with a Retention Period via Contact Builder.
- D. Replace the current data extension with a new data extension configured with a Retention Period.

Correct Answer: BC

QUESTION 2

Northern Trail Outfitters (NTO) is migrating from a series of local legacy email automation tools to a single global Marketing Cloud instance to leverage its multi-channels abilities as well as native Salesforce Connector to their global Sales Cloud instance.

Which three factors Should be considered before finalizing the number of business unit they need to purchase? (Choose 3 answers)

- A. Number of brands/geographies which NTO operates
- B. Number of Sales Cloud sandboxes
- C. If testing/development business unit(\$) is required
- D. If data/content needs to be segregated between brands/geographies
- E. Number of Marketing Cloud users.

Correct Answer: ABC

QUESTION 3

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 parent business unit and a child business unit for franchise owners.
- B. One parent business unit and a child business unit for each franchise owners



- C. One business unit.
- D. A parent business unit for each franchise owner

Correct Answer: A

QUESTION 4

Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.

How could they resolve this issue?

- A. Select 'Normalize Phone Number*' in Journey settings.
- B. Format the phone field in Salesforce as +[phonenumber],
- C. Select 'US' as the sending country in SMS activity.
- D. Configure the phone field in Salesforce as US locale.

Correct Answer: B

QUESTION 5

Northern Trail Outfitters (NTO) needs to provide an IT staff member with access to Marketing Cloud. The staff member needs to perform the following tasks:

1.

Maintain NTO's master suppression list

2.

Configure data relationships

3.

Create new subscriber attributes

Which role should be assigned to the IT staff member?

- A. Analyst
- B. Data Manager
- C. Administrator
- D. Content Creator

Correct Answer: B



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