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QUESTION 1

Northern Trail Outfitters (NTO) uses Campaigns in Sales Cloud to help calculate ROI on marketing campaigns. They want to automatically display Campaign Member email behavior on the Campaign record for email messages sent to a Campaign through Marketing Cloud Connect. NTO currently uses the Campaign Member Status field to track custom statuses on Campaigns and they do not want to alter it.

Which two recommendations should the consultant make to help meet these requirements? (Choose two.)

- A. Create a Process in Process Builder to update a custom field with the values.
- B. Configure Campaign Member Integration to map the tracking values.
- C. Change the Campaign Member Status fields to correspond to tracking.
- D. Use the custom Activity field installed with the Managed Package.

Correct Answer: AC

QUESTION 2

A company collects subscriptions on its websites. It does the following:

Compiles that subscription list in a database in the website content Management System (CMS).

Posts this encrypted list to Marketing Cloud nightly at 11 p.m.

Uses Marketing Cloud as the database of record.

Sends up to five emails a week based on subscriber engagement with prior sends.

What automation sequence (excluding waits) should cover these requirements?

- A. File Transfer > Import File > Measures > Send Email
- B. File Transfer > Import File > SQL Query > Send Email
- C. File Transfer > SQL Query > Measures > Send Email
- D. File Transfer > Data Extract > Filters > Send Email

Correct Answer: B

QUESTION 3

Northern Trail Outfitters\' marketing team is new to Marketing Cloud and has very little coding experience. They have employed a consultant to help them design an automated solution for maintaining an auto-suppression list.

Which solution should the consultant recommend?



- A. Use Einstein Segment Recommendations
- B. Use an import activity to import a file from the SFTP
- C. Use a query activity to populate the auto-suppression
- D. Use the Import Wizard in Automation Studio

Correct Answer: C

QUESTION 4

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 a.m. and needs an alert if the file is NOT present on time. The file needs to be:

1.
Imported into a staging data extension.
2.
Separated into two different data extensions.

Which automation should meet these requirements?

- A. Scheduled Starting Source: Data Extract > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. File Drop Starting Source: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. Scheduled Starting Source: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. File Drop Starting Source: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Correct Answer: B

QUESTION 5

A user in the MC wants to use salesforce custom object data for segmenting and personalization.

How should the consultant approach this requirement?

- A. Export report data from the sales cloud and import into a marketing cloud synchronized data extension. Use a filter activity to produce a sendable data extension. Create an email send activity in Automation Studio
- B. Sync contact and custom objects with Data Stream and send from Synchronized Data Extension with Salesforce email send. Ensure there is a lookup relationship to a contact or lead record.
- C. Create a custom report type that contains the contact or lead ID, email address, and custom object data, then from the marketing cloud, import into a Salesforce Data extension. Use AMPScript in the email to call data
- D. Map the custom objects to the profile center and use the email editor to insert the custom data. Create a user-



initiated send to associate the email to the largest audience and return tracking data.

Correct Answer: C

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