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### QUESTION 1

Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to the user.

What should be recommended?

- A. Google Analytics 360
- B. Data Studio
- C. Einstein Engagement Scoring
- D. Audience Studio

Correct Answer: C

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### QUESTION 2

A financial company wants to use Marketing Cloud to send late payment notices to accounts whose payment due date lapsed the previous week. The company has shared the following:

1.

Payment.csv will arrive on the Enhanced SFTP each Monday at 1 a.m.

2.

Payments.csv will be encrypted.

3.

Payments.csv will contain data from the previous week.

4.

Late payment notices will be sent each Monday at noon.

5.

They need to receive a file containing customers who opened or clicked on the late payment notice email within five days after send.

Which automation sequence represents a viable solution?

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



Correct Answer: B

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### QUESTION 3

Northern Trail Outfitters wants to query Marketing Cloud for send data across SMS, Push, and email. What would a consultant recommend?

- A. Contact History
- B. Send Logs
- C. Tracking Extracts
- D. \_Send Data Views

Correct Answer: B

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### QUESTION 4

Northern Trail Outfitters (NTO) wants to use Case data from Service Cloud as part of their current email messaging campaign. They want to import cases that indicate the customer wants someone to contact them after the case is closed. NTO tracks cases with a checkbox field called "Contact Me".

- A. Create data extensions in Marketing Cloud and import the data from Service Cloud using Journey Builder.
- B. Use Salesforce Data Extensions and Filter Activities in Automation Studio to import and filter the data.
- C. Use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field.
- D. Create Reports in Salesforce filtered by Contact Me equal to True and import using the Import word.

Correct Answer: C

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### QUESTION 5

A customer wants to integrate their website with Marketing Cloud so that users can update their marketing communication preferences. The customer has in-house web development resources available and is interested in leveraging tools such as Journey Builder in the future.

What solution should the consultant propose, given the customer's requirements and available resources?

- A. Configure a relational data structure using Data Extensions and consult with the customer on API integration with their website.
  - B. Configure a data structure using Lists and leverage a SmartCapture form that the client can iFrame into their website.
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C. Configure a relational data structure using Data Extensions and leverage a SmartCapture form that is hosted in Landing Pages.

D. Configure a data structure using Lists and leverage the out-of-the-box Preference Center.

Correct Answer: A

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