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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 needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations.

What solution will decrease manual workloads on the team and will improve their customers' experience?

- A. A scheduled automation to send emails to customers who made a purchase daily
- B. A triggered automation to send emails to customers who have made a purchase
- C. A triggered message to send an email as soon as a customer completes a purchase
- D. A user-initiated message to send an email to customers who made a purchase daily

Correct Answer: C

QUESTION 3

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.



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

QUESTION 4

Northern Trail Outfitters receives a nightly encrypted unsub file to their Marketing Cloud SFTP from a third-party email platform. These files are used to unsubscribe existing subscribers. They do not use Email Address as Subscriber Key.

What Automation Studio Activity sequence should be used to ensure the appropriate subscribers are unsubscribed from the All Subscriber List?

A. Import File > Data Extract > File Transfer > Import File

B. File Transfer > Import File > Query > Data Extract > File Transfer > Import File

C. Import File > Query > Data Extract > File Transfer > Import File

D. File Transfer > Import File > Data Extract > File Transfer > Import File

Correct Answer: B

QUESTION 5

A consultant explains how a sending domain differs from a customer's primary domain. The customer is evaluating their options around configuring their domain.

Which two questions should their IT team be asked?

Choose 2 answers

A. Can they provide access for Marketing Cloud to update the DNS records?

B. Does their company allow delegation of subdomains to third parties?

C. Will they be able to post Marketing Cloud-provided DNS files when self-hosting?

D. Are they able to modify their domain configuration's DNS entries?

Correct Answer: BD

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