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QUESTION 1

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take to create Send Classifications? Choose 2 answers

- A. Define a Sender Profile
- B. Define a Subscriber-specific From Name
- C. Define custom Reply Mail Management
- D. Define a Delivery Profile

Correct Answer: AD

QUESTION 2

The Corporate Apparel Division of Northern Trail Outfitters (NTO) is moving to Marketing Cloud and will be using NTO's existing account. The Corporate Apparel team has asked for a recommendation on whether they should have a separate Business Unit.

Which consideration warrants the creation of a separate Business Unit for Corporate Apparel's instance of Marketing Cloud?

- A. Brand guidelines for Corporate Apparel is different from NTO
- B. Managing Unsubscribes for the Corporate Apparel Division only
- C. Sending from a separate IP Address and Domain
- D. Using different From Name and Email Address settings

Correct Answer: B

QUESTION 3

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

1.
Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.

2.
Contact records will be augmented by relational data tables via Contact Builder.

3.



The customer data file will contain 5M records with 40+ attributes.

4.

One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.

5.

A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- A. Data extensions allow for add/update Import activity.
- B. Data extensions can store HTML code as an attribute.
- C. Data extensions support Customer ID to be used as Subscriber Key.
- D. Data extensions are necessary for Contact Builder

Correct Answer: D

QUESTION 4

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud.

What solution should be recommended for execution efficiency?

- A. Use Automation Studio and Salesforce sends with campaign as an audience.
- B. Use Automation Studio to prepare personalization data and initiate journey.
- C. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- D. Use send from Salesforce CRM and Salesforce report to prepare personalization data.

Correct Answer: C

QUESTION 5

A retail company's database of record resides at a third-party company which also keeps track of purchase history.



Their database only updates once a day where new records can be created and merged. The database uses the unique identifier "Customer ID".

The company wants to send real-time Welcome emails to newly registered website users who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Customer ID" in the database.

Which three key issues should be addressed?

Choose 3 answers

- A. What publication lists will be used?
- B. Will the company need a custom preference center?
- C. How will Marketing Cloud and the database synchronize?
- D. Will new users have a "Customer ID"?
- E. What will be used as Subscriber Key?

Correct Answer: CDE

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