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QUESTION 1

Northern Trail Outfitters is interested in a solution to automate a process. They currently pull data into a spreadsheet to import into a data extension for sending. The data warehouse can be configured to place a file daily on an SFTP.

Which three questions are relevant to determining a solution? (Choose three.)

A. Does someone need to be notified if an error happens on import?

B. Will the file have more than 5,000 rows?

C. Does the file have demographic data?

D. Is the data file a delta or a historical file?

E. Will the data file be placed on the SFTP at the same time daily?

Correct Answer: ADE

QUESTION 2

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

QUESTION 3

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to solicit customer service feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in Service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

A. Use an Engagement Split to capture positive responses, and a Case Activity to create a new case in Service Cloud.

B. Use Automation Studio to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud.

C. Use an AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud.

D. Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud.

Correct Answer: D

QUESTION 4

A consultant wants to trigger an email whenever the status field on the Lead Object changes to Hot, Tracking data will need to be kept in the sales cloud.

Which three steps should the consultant use in the solution

A. Enable triggered sends on the Lead object in configuration

B. Write an Apex Trigger on the Lead object

C. Create the triggered send definition in the sales cloud

D. Create the triggered send definition in the marketing cloud

E. Put a SOAP API in place via the marketing cloud API

Correct Answer: ABD

QUESTION 5

Northern Trail Outfitters wants a simple segmentation strategy for identifying subscribers for their emails.

What solution should they use?

A. Relational data extensions with primary keys to match subscribers with their data

B. List model and Groups in Single Send Journeys

C. Attribute group in Contact Builder for segmentation

D. Data Extension Entry Source in Journey Builder with a filter

Correct Answer: B

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