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QUESTION 1

A customer wants to use Sales Cloud as a system of record for email messages sent from Marketing Cloud; however, the customer only sends from custom objects and cannot use the Contact ID or Lead ID as the Contact Key in Marketing Cloud.

What is the implication of this data model when using Marketing Cloud Connect?

A. The customer will be unable to use synchronized data extensions.

B. Email Sends will fail if the Contact ID or Lead ID is not included.

C. Tracking Data will not be returned to the Sales Cloud email recipient.

D. The customer will be able to use Reports and Campaigns as audiences.

Correct Answer: B

Reference: https://help.salesforce.com/articleView?id=sf.mc_co_salesforce_data_extensions.htmandtype=5

QUESTION 2

A customer has curated a list of known email addresses belonging to competitors. They want to ensure none of these competitors receive their emails.

What should a consultant recommend\\'

A. Create an auto-suppression list populated with subscriber keys.

B. Populate a list using a query to exclude the subscriber key.

C. Create an exclusion list with the known email addresses.

D. Create an auto-suppression list populated with the known email addresses.

Correct Answer: D

QUESTION 3

A customer needs to compare the engagement across three creative versions, and then send a follow-up email for those contacts who did not engage with any of the test versions.

Which sequence of activities would best accomplish this?

A. Engagement Split > Send email > Wait > Random Split > Send email

B. Random Split > Send email > Join > Decision Split > Wait > Send email

C. Random Split > Send email > Wait > Engagement Split > Join > Send email

D. Decision Split > Send email > Engagement Split > Send email

Correct Answer: C

QUESTION 4

Northern Trail Outfitters receives data from their point-of-sale system every night. The file is placed on their Enhanced FTP, but there is not a consistent time or naming convention for the file.

In which two ways should they set up their automation to import the data from the file on a nightly bais? (Choose 2 answers)

A. %%BASEFILENAME_FROM_TRIGGER%%

B. %%BASEFILENAME_FROM_FILEDROP%%

C. Scheduled Starting Source

D. File Drop Starting Source

Correct Answer: BD

QUESTION 5

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. Click activity will be cross-referenced with subscribers\\' regional markets on a master subscriber data extension.

What skill set should the customer team have for this solution to be viable?

A. HTML

B. SSJS

C. AMPscript

D. SQL

Correct Answer: B

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