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QUESTION 1

Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records. How should the unique identifier of the data model be setup if the MobilePush and Email channels are used within the same account?

- A. Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- B. Use a third-party system to identify and delete duplicate Contact Keys.
- C. Strategically control the Contact Key values and tie records together across channels using this key.
- D. Strategically control the Contact Key values in Email, but let Marketing Cloud automatically tie records as needed from MobilePush.

Correct Answer: C

QUESTION 2

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the implementation Consultant recommend? Choose 2 answers.

- A. Use Data Designer to link student and alumni data to the contact record.
- B. Create an Import Activity to import alumni data into Salesforce Report.
- C. Create list attributes to store student data from the Sales Cloud.
- D. Use Synchronized Data Sources to data from the Sales Cloud.

Correct Answer: AD

QUESTION 3

A user asks a Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content Creator, Data Manager, and Marketing Cloud Viewer.

What should the admin do to resolve the issue so the user can send an email?

- A. Edit permissions and Grant permissions to Send
- B. Edit permissions and deselect Deny for Email Sending
- C. Add the Role Marketing Cloud Channel Manager
- D. Remove the Marketing Cloud Viewer Role



Correct Answer: A

QUESTION 4

Northern Trail Outfitters has the Discover Reporting Tool.

Which two report types could help them drive mobile adoption strategy? Choose 2 answers

- A. Time Between Send and Engagement
- B. Email Performance by Device
- C. Email Sending Performance Report
- D. Deliverability Complaint Rate

Correct Answer: BC

QUESTION 5

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should the customer use to create an audience for this campaign? Choose 3 answers

- A. Proximity to Store
- B. Ages in Household
- C. Lifetime Purchase Value
- D. Conversion Rate
- E. Last Purchase Date

Correct Answer: CDE

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