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QUESTION 1

During discovery a consultant confirmed:

1.
A master audience file containing contact information and data points will be used for segmentation and imported nightly.

2.
The customer would like to implement a mechanism that consistently prevents sending promotional emails to subscribers who work for their top three competitors.

What feature should a consultant include in the solution?

- A. A global unsubscribe
- B. An auto-exclusion list
- C. An auto-suppression list
- D. An exclusion list

Correct Answer: C

QUESTION 2

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilised to make this happen?

- A. Publication Lists
- B. Subscriber Keys
- C. Profile Center
- D. Send Logging

Correct Answer: A

QUESTION 3

Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).

1.



The first DE is populated by web analytics data, and does not contain a Subscriber Key or Email Address value.

2.

A Customer Reference DE is updated daily and holds subscriber information.

3.

The third DE is populated by a file sent to the SFTP after five days If the customer has not purchased the abandoned items.

4.

The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.

5.

If the web analytics file is empty, NTO does not want the automation to finish running.

Which order of activities should be used to fulfill this requirement?

A. Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

B. File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one > Query Activity for file two > Data Extension Entry

C. File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two

D. Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

Correct Answer: B

QUESTION 4

Northern Trail Outfitters (NTO) is creating a birthday journey and one of the requirements is to divert anyone who has redeemed the promotional code before reminder emails are sent on the 15th and 20th of each month. Their transactional information, which includes redeemed promo codes, is housed in a separate data extension than the one used for journey injection. NTO needs to use an attribute to attribute comparison on the customer number field in the journey source and transaction data extensions.

Which activity would they use to accomplish this?

A. Decision Split Activity using both Contact and Journey Data

B. Decision Split Activity using only Journey Data

C. Einstein Split Activity

D. Decision Split Activity using only Contact Data



Correct Answer: D

QUESTION 5

A retail company needs to create journeys that will target subscribers based on website behavior. They have identified three separate groups:

1.

Customer who searched for an item on their website

2.

Customers who abandoned a cart on their website

3.

Customers who made a purchase on their website

Which three questions should the consultant ask in order to design the data structure to this solution?

Choose 3 answers:

- A. Should customers exit the journey when the goal is met?
- B. How are the subscribers identified in your web analytics?
- C. How many messages should be included in each journey?
- D. Should a single customer exist in multiple journeys at the same time?
- E. How long after the behavior occurs will a subscriber need to enter a journey?

Correct Answer: BDE

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