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QUESTION 1

A retail company needs to create journeys that will target subscribers based on website behavior. They have identified 3 separate groups:

1.

Customers 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.

What should the consultant ask in order to design the data structure for this solution? Choose 3 answers

A. Should customers exit the journey when the goal is met?

B. How are subscribers identified in your web analytics?

C. How many messages should be included in each journey?

D. How long after the behavior occurs will a subscriber need to enter a journey?

E. Should a single customer exist in multiple journeys at the same time?

Correct Answer: BDE

QUESTION 2

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 a.m. and needs an alert if the file is NOT present on time. The file needs to be:

1.

Imported iota a staging data extension.

2.

Separated into two different data extensions.

Which automation should meet these requirements?

A. Scheduled Starting Source: Data Extract > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

B. File Drop Starting Source: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

C. Scheduled Starting Source: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

D. File Drop Starting Source: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Correct Answer: B

QUESTION 3

A retail company\\\'s database of record resides at a 3rd-party company that also keeps track of purchase history. That database only updates once a day where new records can be created and merged. The database uses an "Email ID," which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to people (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 "Email ID" in the database.

What key issue should be addressed? Choose 3 answers

A. How will Marketing Cloud and the database sync up?

B. Will new users have an "Email ID"?

C. What will be used as the Subscriber Key?

D. What publication lists will be used?

E. Will the company need a custom preference center?

Correct Answer: ABC

QUESTION 4

Northern Trail Outfitters has integrated their Marketing Cloud account with their Salesforce sandbox.

In what order should the steps be performed to refresh the sandbox in their integrated account?

A. Disconnect / Refresh / Reconnect / Authenticate / Synchronize

B. Refresh / Disconnect / Reconnect / Synchronize / Authenticate

C. Disconnect / Refresh / Reconnect / Synchronize / Authenticate

D. Refresh / Disconnect / Reconnect / Authenticate / Synchronize

Correct Answer: A

QUESTION 5

Northern Trail Outfitters has a customer login page on their website and wants to use Marketing Cloud to send an email to customers who need to reset their password. The email needs to be sent as quickly as possible. Their web server should receive a notification when the email is sent.

Which solution should they use?

A. Triggered Send Definition

B. Transactional Messaging API

C. Multi-Step journey with an API Event entry source

D. Single Send journey with an API Event entry source

Correct Answer: B

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