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QUESTION 1

Northern Trail Outfitters sends emails for Password Resets from their web store when requested. An SMS message should be deployed if the password reset email is not sent.

What processes should they utilize to ensure a timely delivery across email and SMS?

A. Transactional email send with the event notification service response to determine and trigger an API call to an SMS message

B. Multiple path journey with engagement split if password reset link clicked; if link not clicked, then SMS Password Reset activity

C. Triggered send definition, and use API response to determine and send API call to trigger an SMS password reset

D. Triggered send definition and use data extract Not Sent to a data extension then send SMS to those failed sends

Correct Answer: A

QUESTION 2

An employee in a customer\\'s IT department is responsible for maintaining the Login IP Whitelist and SFTP locations in Marketing Cloud. The IT Director has asked that this employee be given the minimum permissions necessary to complete only these tasks.

How should the Consultant configure the IT employee\\'s account?

A. Administrator role, with all Content and Subscriber permissions disabled

B. Marketing Cloud Security Administrator role with account-wide access

C. Data Manager role with access to only the Parent Business Unit

D. Custom role with limited Administrator permissions enabled

Correct Answer: A

QUESTION 3

A customer wants to import the previous 10 years of customer purchase data in their Marketing Cloud account. Through discovery, it is determined there are over 200 million records they plan to upload via the REST API, and this volume will continue to grow as the current purchase data is added.

Which two questions should be asked for further discovery?

Choose 2 answers

A. Does their License include support for REST APIs?

B. How many API calls are included in their License?

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C. Does their License include the Large Data Extensions feature?

D. Why do they require 10 years of historical data in Marketing Cloud?

Correct Answer: BD

QUESTION 4

If I want to introduce a new line of footwear. I am excluding anyone who does not have shoe as an attribute listed in their preference center. I plan to send the emails daily. After a short time, I notice many people updating their preferences, and less emails are going out.

What is the issue causing less emails to go out? Select one.

A. High Watermark if journey builder

B. Preference center is too strict

C. Deliverability issues on account

D. Email frequency too high

Correct Answer: A

QUESTION 5

Northern Trail Outfitters (NTO) is migrating from a series of local legacy email automation tools to a single global Marketing Cloud instance to leverage its multi-channels abilities as well as native Salesforce Connector to their global Sales Cloud instance.

Which three factors Should be considered before finalizing the number of business unit they need to purchase? (Choose 3 answers)

A. Number of brands/geographies which NTO operates

B. Number of Sales Cloud sandboxes

C. If testing/development business unit($) is required

D. If data/content needs to be segregated between brands/geographies

E. Number of Marketing Cloud users.

Correct Answer: ABC

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