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QUESTION 1

A customer wants to segment point of sale system data stored in Marketing Cloud with data from the Contact and Campaign objects in Salesforce.

Which two tools should be used? Choose 2 answers

- A. Synchronized Data Extensions
- B. Salesforce Reports
- C. Filter Activity
- D. SQL Query Activity

Correct Answer: AD

QUESTION 2

Northern Trail outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations.

What solution will decrease manual workloads on the team and will improve their customers' experience?

- A. A scheduled automation to send emails to customers who made a purchase daily
- B. A triggered automation to send emails to customers who have made a purchase
- C. A triggered message to send an email as soon as a customer completes a purchase
- D. A user-initiated message to send an email to customers who made a purchase daily

Correct Answer: C

QUESTION 3

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 4

Northern Trail Outfitters (NTO) wants to use Case data from Service Cloud as part of their current email messaging campaign. They want to import cases that indicate the customer wants someone to contact them after the case is closed. NTO tracks cases with a checkbox field called "Contact Me".

- A. Create data extensions in Marketing Cloud and import the data from Service Cloud using Journey Builder.
- B. Use Salesforce Data Extensions and Filter Activities in Automation Studio to import and filter the data.
- C. Use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field.
- D. Create Reports in Salesforce filtered by Contact Me equal to True and import using the Import word.

Correct Answer: C

QUESTION 5

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

- A. Use a web-safe font for text that closely matches the brand's custom font.
- B. Build an email as one image, with all text saved in the brand font.
- C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- D. Build an email using multiple images, with all text saved in the brand font.

Correct Answer: A

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