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### QUESTION 1

Northern Trail Outfitters (NTO) uses Campaigns in Sales Cloud to help calculate ROI on marketing campaigns. They want to automatically display Campaign Member email behavior on the Campaign record for email messages sent to a Campaign through Marketing Cloud Connect. NTO currently uses the Campaign Member Status field to track custom statuses on Campaigns and they do not want to alter it.

Which two recommendations should the consultant make to help meet these requirements? (Choose two.)

- A. Create a Process in Process Builder to update a custom field with the values.
- B. Configure Campaign Member Integration to map the tracking values.
- C. Change the Campaign Member Status fields to correspond to tracking.
- D. Use the custom Activity field installed with the Managed Package.

Correct Answer: AC

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### QUESTION 2

Subscribers are collected on a customer's website whose subscription database of record is Salesforce Marketing Cloud. The customer sends up to 5 emails per week based on subscriber activity.

The list is:

1.

Compiled in a database in the website Content Management System (CMS).

2.

Imported into Marketing Cloud nightly at 11 p.m.

What action should be taken if a third party is sending a message for the customer outside of the Marketing Cloud?

- A. Engagement metrics will be passed into Marketing Cloud.
- B. They will need to integrate with the Marketing Cloud SOAP API.
- C. Unsubscribes should be synchronized between senders.
- D. The third-party send list should be pulled from the CMS

Correct Answer: B

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### QUESTION 3



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

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#### QUESTION 4

Northern Trail Outfitters wants to use Marketing Cloud to send notifications to customers when their orders are ready for in-store pickup. The notifications can be either SMS or email depending on their communications preference.

How should the consultant set this up?

- A. Create an Outbound Message in MobileConnect with AMPscript in body to trigger an email confirmation as a fallback.
- B. Journey Builder Transactional Send Journey.
- C. Automation with a Send SMS and Send Email activity in separate consecutive steps.
- D. Journey Builder multi-step journey with an API entry event and a decision split.

Correct Answer: B

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#### QUESTION 5

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?



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Correct Answer: ABC

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