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QUESTION 1

Northern Trail Outfitters wants a simple segmentation strategy for identifying subscribers for their emails.

What solution should they use?

- A. Relational data extensions with primary keys to match subscribers with their data
- B. List model and Groups in Single Send Journeys
- C. Attribute group in Contact Builder for segmentation
- D. Data Extension Entry Source in Journey Builder with a filter

Correct Answer: B

QUESTION 2

A customer wants to create a journey with the goal of making users activate their accounts within 72 h of registration. New account registrations are stored in a data extension via an API call with a Boolean field indicating whether the subscriber has activated their account. The journey should send activation reminder emails 24 and 48 h after creating an account. The user exits the journey if they activate their account.

Which activities should be included in the customer's journey?

- A. 24 hour Wait > Decision Split > Send Email > 24 hour Wait > Decision Split > Send Email
- B. Decision Split > 24 hour Wait > Send Email > Decision Split > 48 hour Wait > Send Email
- C. 24 hour Wait > Decision Split > Send Email > 48 hour Wait > Decision Split > Send Email
- D. Decision Split > 24 hour Wait > Send Email > Decision Split > 24 hour Wait > Send Email

Correct Answer: A

QUESTION 3

Northern Trail Outfitters wants to target all customer who have registered to receive Push Notifications. Their app uses the Mobile Push multiple with Mobile Push SDK.

In which two ways should this segment be created?

- A. Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.
- B. Using Automation Studio, query the _MobilePushDemographics Data View and saved this to a data extension.
- C. Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.



D. Using Contact Builder, create a Filtered Data Extension from All Contact where there is a record in MobilePush Demographics.

Correct Answer: A

QUESTION 4

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys.

Which two Marketing Cloud features will support this effort?

Choose 2 answers

- A. Data Designer
- B. Cloud Pages
- C. Web Analytics Connector
- D. Content Builder

Correct Answer: CD

QUESTION 5

What is a capability of the Import within Contact Builder? Choose 2 answers

- A. The data source can be a local file, data filter, or file on any FTP.
- B. The target destination can be a DE, list, or All Contacts for Mobile Push or Connect.
- C. Like the Import Wizard, the Contact Builder import definition can be executed without saving.
- D. In order to use Map by Header Row, the fields in the DE and file must match exactly.

Correct Answer: BD

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