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QUESTION 1

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 2

Northern Trail Outfitters is interested in a solution to automate a process. They currently pull data into a spreadsheet to import into a data extension for sending. The data warehouse can be configured to place a file daily on an SFTP.

Which three questions are relevant to determining a solution? (Choose three.)

A. Does someone need to be notified if an error happens on import?

B. Will the file have more than 5,000 rows?

C. Does the file have demographic data?

D. Is the data file a delta or a historical file?

E. Will the data file be placed on the SFTP at the same time daily?

Correct Answer: ADE

QUESTION 3

Northern Trail Outfitters\' marketing team is new to Marketing Cloud and has very little coding experience. They have employed a consultant to help them design an automated solution for maintaining an auto-suppression list.

Which solution should the consultant recommend?

A. Use Einstein Segment Recommendations

B. Use an import activity to import a file from the SFTP

C. Use a query activity to populate the auto-suppression

D. Use the Import Wizard in Automation Studio

Correct Answer: C

QUESTION 4

During discovery a consultant confirmed:

1.

A master audience file containing contact information and data points will be used for segmentation and imported nightly.

2.

The customer would like to implement a mechanism that consistently prevents sending promotional emails to subscribers who work for their top three competitors.

What feature should a consultant include in the solution?

A. A global unsubscribe

B. An auto-exclusion list

C. An auto-suppression list

D. An exclusion list

Correct Answer: C

QUESTION 5

Northern Trail Outfitters has purchased a new Marketing Cloud account with two dedicated IP addresses.

One IP address will be used for commercial sends, while the other will be reserved for transactional

messages.

Their customer base includes 1.5 million email addresses.

What should the consultant recommend?

A. Suppress sends to AOL email addresses during the first two weeks of IP warming, then resume sending to them during the third week.

B. Send to unengaged subscribers during the first two weeks of IP warming in order to give them the opportunity to interact.

C. Focus on warming the IP address for commercial sends, because it is not necessary to warm an IP address used only for transactional sends.

D. Split marketing campaigns over a number of days while migrating over smaller triggered campaigns during the warming period.

Correct Answer: D

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