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QUESTION 1

Northern Trail Outfitters uses a Salesforce Data Entry Source in their Journey that injects Salesforce Orders when they are either created or updated with a status of New, Currently Knitting Shipped, and Complete. Their Journey works when orders are created, but they notice that it does not inject customers when their status is updated.

What could be causing this?

- A. The associated Contact should be updated to be injected
- B. Synchronized Data Sources poll for changes every 15 minutes at the quickest
- C. Orders are not being updated from not meeting criteria to meeting criteria
- D. Orders should be set up to allow injection upon update in Connect Configuration

Correct Answer: C

QUESTION 2

Collect addresses through Smartcapture, segment the data, send emails referencing data from a data extension.

What skillset is needed ?

- A. AMPScript
- B. HTML
- C. CSS
- D. SQL

Correct Answer: D

QUESTION 3

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 4

Northern Trail Outfitters wants to set up an automation that imports a file and sends an email to the contacts when the file is dropped on the SFTP. The name of the file will change, though it will always start with `thankyou_customers`.

How would they set up the Import Activity to know the name of the file?

- A. Filename is automatically passed to Import Activity with File Drop Automations
- B. Set File Naming Pattern to `%%AUTOMATED_FILENAME%%`
- C. Check the 'Use filename from Automation\\' checkbox
- D. Set File Naming Pattern to `%%BASEFILENAME_FROM_TRIGGER%%`

Correct Answer: D

Reference: https://help.salesforce.com/articleView?id=sf.mc_as_ftp_and_triggered_automation_scenario.htm&type=5

QUESTION 5

Northern Trail Outfitters wants to know the number of Contacts in their account. This information needs to be emailed to their Chief Marketing Officer on a weekly basis.

What could be configured to meet this request?

- A. Configure the Contact Extract Activity in Automation Studio
- B. Query the `_Subscriber Data View` and Extract it weekly
- C. Query the `_Contact Data View` and transfer it weekly
- D. Schedule the Contacts Counts Standard Report

Correct Answer: D

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