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### QUESTION 1

When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop.

Which solution should the consultant recommend?

- A. Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.
- B. Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.
- C. Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.
- D. Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.

Correct Answer: C

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### QUESTION 2

Northern Trail Outfitters is sending email messages using Marketing Cloud Connect through the Sales Cloud user interface. All of their sends initiated from Sales Cloud have a status of failed.

What should the consultant do to diagnose the issue?

- A. Initiate a log to troubleshoot package-related API calls.
- B. Change the connection option to Scope by User.
- C. Ensure the System User is assigned the Standard User Profile.
- D. Manually clear the OAuth token to refresh the connection.

Correct Answer: D

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### QUESTION 3

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

#### QUESTION 4

Northern Trail Outfitters (NTO) has been storing web behavior to a data extension for several years. They have indicated with several hundred millions of rows there has been an impact on performance. NTO indicates they only need to store data from the previous twelve months which will not exceed eighty million rows.

Which two methods would allow them to utilize a Retention Policy? (Choose 2 answers)

- A. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.
- B. Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.
- C. Reconfigure the current data extension as-is with a Retention Period via Contact Builder.
- D. Replace the current data extension with a new data extension configured with a Retention Period.

Correct Answer: BC

#### QUESTION 5

Northern Trail Outfitters (NTO) plans on sending SMS and push notifications together with emails as part of a new customer onboarding journey.

What should a consultant recommend as a unique identifier for each subscriber?

- A. A common field like Physical Address for Contact Key.
- B. A number field such as subscriber's phone number for Contact Key.
- C. An email address for Contact Key.
- D. A GUID or another generated ID for Contact Key.

Correct Answer: B

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