Practice Exam Questions

Salesforce Certified Marketing Cloud Consultant

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Exam Certified-Marketing-Cloud-Consultant

Salesforce Certified Marketing Cloud Consultant Exam (SP23)

Version: 21.0

[Total Questions: 151]

Question No : 1

Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.

Which two reasons could be the cause?

Choose 2 answers

A. Synchronized Data Sources only push data every 15 minutes
B. ContactID was used as Subscriber Key
C. Email Address was used as Subscriber Key
D. Individual Level Tracking was not selected in Marketing Cloud Configuration

Answer: B,D

Explanation: To track clicks on Contact records in Salesforce, two requirements must be met:

- The subscriber key must match the ContactID field in Salesforce.
- The individual level tracking option must be selected in Marketing Cloud configuration.

If either of these requirements is not met, clicks will not show up on Contact records.
References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect_configuration.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_guidelines_for_marketing_cloud_connect.htm&type=5

Question No : 2

Northern Trail Outfitters (NTO) is the holding company of three subsidiaries: Universal Containers, Ursa Major Solar, and Cloud Kicks. NTO recently purchased Marketing Cloud and has asked its consultant to recommend a scalable business unit (BU) hierarchy. They don't plan on executing any marketing campaigns on behalf of the NTO holding company, but NTO employees would like access to all subscribers and aggregate reporting. Additionally, each subsidiary business will be regularly running campaigns and should have their own branding, content, and subscribers.

Which solution should the consultant recommend?

A. One parent BU and two child BUs with their own Sender Authentication Packages.
B. One parent BU with three additional private domains.
C. One parent BU and one child BU
D. One parent BU and three child BUs with their own Sender Authentication Packages.

Answer: D

Explanation:

To recommend a scalable business unit hierarchy for Northern Trail Outfitters and its three subsidiaries, the consultant should suggest one parent BU and three child BUs with their own Sender Authentication Packages. This will allow each subsidiary business to have their own branding, content, and subscribers, as well as access to aggregate reporting and shared subscribers from the parent BU. Each child BU should have its own Sender Authentication Package to authenticate its email sends with its own domain and branding.

References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_business_unit_setup.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5

Question No : 3

A B2B customer has customized journeys they want to use for several key accounts they are trying to sell into.

How could Marketing Cloud Connect be used to initiate these sends when contacts for select accounts are created?

A. Salesforce Campaign Entry Source on the Lead Object
B. Salesforce Data Entry Source on the Contact Object
C. Salesforce Data Entry Source on the Account Object
D. Welcome Email Configuration on the Account Object

Answer: B

Explanation:

To initiate sends when contacts for select accounts are created, Northern Trail Outfitters should use a Salesforce Data Entry Source on the Contact Object. A Salesforce Data Entry Source is a feature that allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as contacts or accounts. Using a Salesforce Data Entry Source on the Contact Object will allow Northern Trail Outfitters to trigger sends when a contact record is created for a specific account. References:
https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

Question No : 4

Nothern Trail Outfitters wants to enable Sales Cloud users to manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder.

What should a consultant recommend for segmentation?

A. Salesforce Data Extension
B. Salesforce Report
C. Synchronized Data Extension
D. Salesforce Campaign

Answer: D

Explanation:

To manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder, Northern Trail Outfitters should use a Salesforce Campaign. A Salesforce Campaign is an object in Sales Cloud that allows marketers to group leads or contacts for a specific marketing initiative, such as an email campaign. A Salesforce Campaign can be used as a target audience in Marketing Cloud using the Send Flow in Content Builder. References:

https://help.salesforce.com/s/articleView?id=sf.campaigns_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_send_flow.htm&type=5

Question No : 5

Northern Trail Outfitters uses separate Marketing Cloud accounts as environments for development, UAT, and production. They want to test all automations and Journeys In each environment prior to launching in production.

Which extension product should be used to speed up the migration of data extensions and Journey Builder configurations between each environment?

A. Configuration Manager
B. Change Sets
C. Deployment Manager
D. Ant Migration Tool

Answer: C

Explanation: The Deployment Manager extension product can be used to speed up the migration of data extensions and Journey Builder configurations between each environment. The Deployment Manager allows users to create packages of Marketing Cloud assets and deploy them across different business units or accounts. The Deployment Manager supports data extensions and journeys as well as other assets such as emails, templates, automations, and content blocks. References: https://help.salesforce.com/s/articleView?id=sf.mc_de_deployment_manager.htm&type=5

Question No : 6

Northern Trail Outfitters (NTO) send emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.

How could these auto-reply messages be enabled?

A. From the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section and select the HTML email from the 'define email' link.
B. Create a Triggered Send and on the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section, then select the Triggered Send email.
C. Create a Triggered Send and from a Sender Profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the Triggered Send email.
D. Open Admin > Account Setting page in Email Studio and in the 'Auto Reply Email' section, select 'Custom' and paste the HTML email code into the text area field.

Answer: C

Explanation:

To send an auto-reply message using a pre-defined HTML email when subscribers reply to an email, Northern Trail Outfitters should create a triggered send and from a sender profile properties page, enable ‘Custom Reply Mail Management Settings’, ‘Use Auto Reply’ and ‘Reply using triggered send’ options, then select the triggered send email. This will allow them to use a custom HTML email as an auto-reply message instead of a plain text message. References:
https://help.salesforce.com/s/articleView?id=sf.mc_es_reply_mail_management.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_triggered_email_message.htm&type=5

Question No : 7

Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications. Their app uses the 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 save 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 Filter Data Extension from AB Contact where there is record in MobilePush Demographics.

Answer: A,B

Explanation:

To target all customers who have registered to receive push notifications, Northern Trail Outfitters can use two ways to create this segment:

- Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group. This is a user-friendly tool that allows marketers to segment their mobile push audience based on criteria and conditions without coding.
- Using Automation Studio, query the _MobilePushDemographics Data View and save this to a data extension. This is a more advanced tool that allows marketers to segment their mobile push audience using SQL queries and data views.

Using Journey Builder or Contact Builder are not ways to create segments for mobile push audiences, as they are used for different purposes. References:
https://help.salesforce.com/s/articleView?id=sf.mc_moc_create_a_filtered_list.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_mobilepushdemographics.htm&type=5

Question No : 8

An analytics team wants to get hourly updates on email metrics (send, open, click) to provide timely next best actions to the sales team.

What method should the team use?

A. Send Logs
B. Data views
C. Tracking Extracts
D. Scheduled Reports

Answer: B

Explanation:

Data views are system-generated tables that store information about subscriber actions, such as sends, opens, clicks, bounces, etc. Data views can be queried using SQL statements in automation studio or query studio to retrieve email metrics for analysis and reporting purposes. Data views store data for up to six months (or longer for some tables), and can be queried as frequently as needed, such as hourly or daily. References: https://help.salesforce.com/articleView?id=sf.mc_as_data_views.htm&type=5

Question No : 9

A customer indicates their point-of-sale system can be configured to upload a file every fifteen minutes. The filename is not consistent for each upload. Their consultant recommends they use a File Drop Automation.

Which two considerations should be made?

Choose 2 answers

A. They may utilize an external FTP site.
B. The directory Is unable to be used by another File Drop Automation.
C. The directory used by the file trigger should be inside the import directory.
D. The directory cannot contain more than five file triggers.

Answer: A,B

Explanation:

Two considerations that should be made when using a File Drop Automation are:

- They may utilize an external FTP site. A File Drop Automation can be configured to use an external SFTP location as well as an Enhanced FTP location for file triggers.

- The directory is unable to be used by another File Drop Automation. A File Drop Automation can only use one directory for file triggers, and that directory cannot be used by another File Drop Automation.

The directory used by the file trigger can be inside or outside the import directory, as long as it is not used by another File Drop Automation. The directory can contain more than five file triggers, but only one file trigger can start an automation at any given time. References: https://help.salesforce.com/s/articleView?id=sf.mc_as_file_drop_automation_studio_triggers.htm&type=5

Question No : 10

Northern Trail Outfitters wants to send special discount offer to engaged customers on their email list.

What should be resolved prior to generating the audience?

A. What the offer will be
B. When to send the email
C. Who the offer come from
D. How to determine engagement

Answer: D

Explanation:

How to determine engagement should be resolved prior to generating the audience for sending a special discount offer to engaged customers on their email list. Engagement is a measure of how subscribers interact with emails, such as opening, clicking, or converting. Different criteria can be used to define engagement, such as frequency, recency, duration, or channel preference. Determining engagement can help segment the audience and target the most relevant customers for the offer. References:

https://help.salesforce.com/s/articleView?id=sf.mc_es_engagement_split.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_engagement_metrics.htm&type=5

Question No : 11

A customer wants to capture and categorize email Not Sent events and begin identifying trends. They want to keep the data in Marketing Cloud and run queries against the dataset. The customer created a data extension to receive the information.

Which order of Automation Studio activities should be recommended?

A. Data Extract with the Data Extension Extract type > File Transfer to Safehouse > File Transfer unzip > SQL Query
B. SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File
C. Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File
D. Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type

Answer: C

Explanation:

To capture and categorize email Not Sent events and insert them into a data extension using Automation Studio, Northern Trail Outfitters should use the following order of activities:

- Data Extract with the Tracking Extract type. This activity will extract tracking data, such as Not Sent events, from Marketing Cloud and place a zipped file in the Safehouse.
- File Transfer from Safehouse. This activity will move the zipped file from the Safehouse to an Enhanced FTP location.
- File Transfer unzip. This activity will unzip the file and place it in an Enhanced FTP location.
- Import File. This activity will import the file into a data extension.

Data Extension Extract is not a valid extract type for tracking data. SQL Query is not an activity that can insert data into a data extension from a file. Data Factory Utility is not a valid activity in Automation Studio. References:
https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_as_file_transfer_activity.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_as_import_file_activity.htm&type=5

Question No : 12

Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference. When Contact reply to

SMS message, the response message will be inserted into a data extension using AMPscript.

Which two MobileConnect templates should be used to send the SMS message and capture the responses?

A. Text Response
B. Info Capture
C. Outbound
D. Data Capture

Answer: A,D

Explanation:

To send an SMS message and capture the responses in a data extension using AMPscript, Northern Trail Outfitters should use two MobileConnect templates: Text Response and Data Capture. Text Response is a template that allows marketers to send a text message to a mobile number and receive a reply. Data Capture is a template that allows marketers to use AMPscript to insert the reply into a data extension. References:
https://help.salesforce.com/s/articleView?id=sf.mc_moc_text_response.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_moc_data_capture.htm&type=5

Question No : 13

A customer's web developer team is creating a form that will leverage a Marketing Cloud REST API endpoint to upsert rows into a data extension.

How should the consultant create an installed package in Marketing Cloud to facilitate this functionality?

A. Enable the package for all business units in the Marketing Cloud account.
B. Create a separate installed package for each individual web form.
C. Instruct the web team to store the client ID and secret in the client-side code.
D. Ensure the package scope includes Read and Write permissions for data extensions.

Answer: D

Explanation:

Creating an installed package in Marketing Cloud with Read and Write permissions for data extensions should be used to facilitate the functionality of upserting rows into a data extension using a REST API endpoint. An installed package is a container for one or more API integrations that provides authentication credentials and permissions for accessing

Marketing Cloud resources. Read and Write permissions for data extensions allow the API integration to retrieve and modify data in data extensions. References:

https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/create_a_package.html

https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/data-extensions.html

Question No : 14

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to .. customer feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

A. Use Automation Studio to capture positive response and a Case Activity to create a new case in Service Cloud.
B. Use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case Service Cloud.
C. Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud
Use an AppExchange package to create a new case in Service Cloud.
Use an ApExchange package to create a customized API integration between Marketing D. Cloud and Service Cloud

Answer: B

Explanation:

To capture customer feedback via email and create a new case in Service Cloud if a customer indicates they are unhappy with the service they have received, Northern Trail Outfitters should use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud. An Engagement Split is an activity that allows marketers to route contacts based on their engagement with email messages, such as opens or clicks. A Case Activity is an activity that allows marketers to create cases in Service Cloud based on contact attributes or journey data. References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_engagement_split.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_jb_case_activity.htm&type=5

Question No : 15

Northern Trail Outfitters wants to have a periodic, dynamic newsletter send to a set data extension, but the data in this data extension will be regularly updated and the subscribers inside could be removed/added multiple times.

What option should speed up the delivery while meeting these criteria?

A. Journey that allows re-entry after exiting
B. Scheduled Automation utilizing Triggered Send Emails
C. Scheduled Automation using a Send Activity
D. Single Send Journey

Answer: A

Explanation:

A journey that allows re-entry after exiting can be used to have a periodic, dynamic newsletter send to a set data extension that changes from day-to-day. A journey with this setting can admit contacts into the journey multiple times as long as they meet the entry criteria. The View As Web Page link will not be broken when the audience is refreshed daily because the link is based on the Job ID and Subscriber ID, which are unique for each send. References:
https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_settings.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_view_as_a_web_page_link.htm&type=5

Question No : 16

Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information.

How Should they configure these data sources?

A. Share data extensions from the top-level BU.
B. Create a local copy of the product data in each BU.
C. Use the File Transfer Activity to import data into each BU.
D. Give users the Administrator Role so they can see all of the data.

Answer: A

Explanation: To configure specific data extensions, like Product Information, that are used by several business units (BU), Northern Trail Outfitters should share data extensions from the top-level BU. Sharing data extensions from the top-level BU allows marketers to grant access to common data sources across multiple child BUs without creating local copies or duplicating data. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_share_data_extensions_across_business_units.htm&type=5

Question No : 17

A customer wants to set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud. They are currently in the process of hiring a full-time developer but want an implementation in place for the developer to maintain.

What should the customer have in place to ensure this solution can be implemented?

A. A Transactional Journey with the Not Sent Notification activity included
B. A Datorama instance to ingest their data
C. An external system to receive and confirm callback and subscriptions
D. An Interaction Studio instance to ingest their data

Answer: C

Explanation:

To set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud, Northern Trail Outfitters should have an external system to receive and confirm callback and subscriptions. Callbacks are notifications that Marketing Cloud sends to an external system when certain events occur, such as message failures or bounces. Subscriptions are requests that specify which events and messages an external system wants to receive callbacks for. References:

https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-apis.meta/mc-apis/transactional-messaging-api.htm

Question No : 18

Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend? (Choose 2 answers)

A. Email
B. CRM ID
C. Mobile Device ID
D. Loyalty Program Number

Answer: B,D

Explanation:

To choose a subscriber key for Marketing Cloud, Northern Trail Outfitters should use a value that is unique, persistent, and channel-agnostic. A CRM ID or a loyalty program number are both good options, as they meet these criteria and can be used to identify and track subscribers across different channels and platforms. Email and mobile device ID are not good options, as they are not unique or persistent (subscribers can change their email or device) and they are specific to one channel (email or mobile). References: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5

Question No : 19

Northern Trail Outfitters injects outcomes journey B based upon email engagement in journey A.

Which method would facilitate this solution?

A. In Automation Studio, use verification activity to verify engagement or email in journey A:Qeuery engagement data extension for journey B injection.
B. In journey A, engagement split followed by Update Contact Activity to Boolean field on an engagement data extension: Query engagement data extension for journey B injection.
C. In Automation Studio, query activity engagement an journey system data view for email send is journey A; Use resultant data extension for journey B Injection.
D. In journey A, engagement split email send. In Automation Studio, query_ journey Activity data view for the Engagement Split Result Boolean field: Use resultant data extension for journey B injection.

Answer: B

Explanation:

To inject contacts into journey B based on email engagement in journey A, Northern Trail Outfitters should use an engagement split followed by an update contact activity to a

Boolean field on an engagement data extension in journey A, and query the engagement data extension for journey B injection. An engagement split is an activity that allows marketers to route contacts based on their engagement with email messages, such as opens or clicks. An update contact activity is an activity that allows marketers to update contact attributes or data extension fields based on journey data. A query activity is an activity that allows marketers to retrieve data from data extensions using SQL queries.

References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_engagement_split.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_jb_update_contact_activity.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5

Question No : 20

A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would tike to pull data on which email addresses receive which emails.

What functionality could be used to accomplish this?

A. Recent Email Send Report
B. Data Views
C. Send Log
D. Tracking Extract

Answer: C

Explanation: A send log is a data extension that captures information about each email send, such as subscriber key, email name, subject line, and send time. It can also capture custom fields that are populated at send time, such as email address or personalized content. A send log can be used to analyze which email addresses receive which emails and when. References:
https://help.salesforce.com/articleView?id=sf.mc_es_send_logging.htm&type=5

Question No : 21

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud.

What solution should be recommended for execution efficiency?

A. Use Automation Studio and Salesforce sends with campaign as an audience.
B. Use Automation Studio to prepare personalization data and initiate journey.
C. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
D. Use send from Salesforce CRM and Salesforce report to prepare personalization data.

Answer: B

Explanation:

To send out a biweekly newsletter with personalized property listings for new contacts added to a newsletter campaign in Salesforce CRM, a real estate agency should use Automation Studio to prepare personalization data and initiate journey. Automation Studio can run a scheduled automation that imports new contacts from Salesforce CRM into a data extension, runs query activities to join and filter property data based on contact criteria, and injects contacts into a journey that sends the newsletter with personalized content. References:
https://help.salesforce.com/s/articleView?id=sf.mc_as_import_activity.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder_audience.htm&type=5

Question No : 22

A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect, The trigger is on a Custom Object called 'Shipments' and is enabled for Triggered Sends in Setup.

Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

A. The Shipment object is on the Account Related List.
B. There is a Master Detail Relationship from Contact to Shipment.
C. The Shipment object requires a Lookup to Lead or Contact.
D. An Apex Trigger is created on the Shipment object.

Answer: A,D

Explanation:

- The Shipment object requires a Lookup to Lead or Contact1. This is because triggered sends can only be sent to Salesforce contacts, leads, or person accounts when object records are created or updated1.
- An Apex Trigger is created on the Shipment object2. This is because a trigger is Apex code that executes before or after certain operations on an object2, and it can be used to invoke the Marketing Cloud integration action that triggers the email send3.

Question No : 23

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.

Answer: D

Explanation:

To send SMS and push notifications together with emails as part of a new customer onboarding journey, Northern Trail Outfitters should use a GUID or another generated ID for Contact Key. A Contact Key is a unique identifier for each contact in Marketing Cloud across different channels and platforms. A GUID or another generated ID is recommended as a Contact Key because it is persistent, consistent, and channel-agnostic. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5

Question No : 24

A customer manually imports records for sending. Each record contains a warehouse ID that is shared between Marketing Cloud and a third-party system. The customer does not have developer resources, but wants to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber.

What should a consultant recommend?

A. Use personalization strings created by selecting the data extension.
B. Use AMPscript variables created from each field in the data extension.
C. Use Dynamic Content rules to select a content area for each subscriber.
D. Use Guide Template Language created for each field in the data extension.

Answer: A

Explanation:

Using personalization strings created by selecting the data extension can be used to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber. Personalization strings are placeholders that can be inserted into emails or landing pages to display information from data extensions or lists, such as subscriber attributes or custom fields. Personalization strings can also be used as trackingp arameters in links or image tags. References:
https://help.salesforce.com/s/articleView?id=sf.mc_es_create_personalization_strings_by_selecting_a_data_extension.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_tracking_parameters_for_links_and_image_tags.htm&type=5

Question No : 25

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.

Answer: B,D

Explanation: To utilize a Retention Policy for a data extension that stores web behavior data, two methods are possible. One is to delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder. This will allow the data extension to keep only the data from the previous twelve months and delete any older data automatically. The other method is to replace the current data extension with a new data extension configured with a Retention Period. This will create a new data extension with the same fields and settings as the old one, but with a Retention Period enabled. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_retention_policies.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_create_a_new_data_extension_from_an_existing_data_extension.htm&type=5

Question No : 26

Northern Trail Outfitters has a data extension that stores all of their orders. They want to send out a dally email for orders with their status changed to 'shipped' that day through a journey.

Which two methods should be used to filter entry into the journey?

Choose 2 answers

A. Filter Activity
B. Entry Source Filter
C. SQL Query
D. Decision Split

Answer: B,D

Explanation:

An entry source filter is a filter that can be applied to an entry source in journey builder to limit which contacts are injected into a journey based on criteria such as field values or record types. A decision split is a journey builder activity that allows branching the journey based on attribute values or engagement behavior of each contact. By using an entry source filter on their order data extension, NTO can filter contacts whose status has