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QUESTION 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

Correct Answer: CD

QUESTION 2

A mobile contact is not receiving SMS messages sent via MobileConnect.

In which two ways could a consultant troubleshoot this issue? (Choose 2 answers)

- A. Ensure the contact is subscribed to the correct keyword.
- B. Check the contact is subscribed to the correct short or long code.
- C. Check the contact opt-in status in All Subscribers.
- D. Ensure the "opt-in" box is checked in the Mobile Connect Demographics table.

Correct Answer: D

QUESTION 3

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

Correct Answer: C

QUESTION 4

Northern Trail Outfitters has been using Marketing Cloud for one of their brands for the last year and wants to migrate another brand to their portfolio. The two brands have contrasting target groups and identities so they need the emails and landing pages to have different styles that refrain from mentioning the other brand in any way.

What should be recommended?

- A. Create a new business unit for the new brand.
- B. Request a second SAP for the existing business unit.
- C. Request a Private Domain to be added to the existing business unit.
- D. Implement a new SSL Certificate for the new brand.

Correct Answer: B

QUESTION 5

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contacts who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMPscript.

The company collects the following information:

1.

Customer data (email address, first name, last name....)

2.

Event registration (email address, event ID, event name, event type, venue ID....)

3.

Venue details (venue ID, venue name, venue address....)

4.

Payment details (email address, event ID, total paid....)

The company does NOT want to link everything in Contact Builder.

Which two data extensions should be incorporated inside Contact Builder? Choose 2 answers

- A. Event Registration
- B. Venue Details
- C. Payment Details

D. Customer Data

Correct Answer: AD

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