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QUESTION 1

Northern Trail Outfitters has created child business units (BU) for their different regional offices. They want to limit subscriber records by BU, so users who are assigned to a BU can only view and send to Subscriber records in their region. A Profile Attribute named `Region` associates a subscriber to a geographical region.

How could they ensure subscribers with a matching `Region` Profile Attribute value are available in each BU?

- A. Create a list in each BU and add subscribers with a matching Region to the list.
- B. Open the Profile Attribute Properties for the `Region` Profile Attribute and select the `Filter Subscribers by Attribute` option.
- C. Create a measure for each corresponding `Region` Profile Attribute and include the measure in a Filtered Data Extension for each BU.
- D. Select `Define Subscriber Filter` for each BU on the BU Setup page and configure a condition to match the corresponding Profile Attribute.

Correct Answer: D

QUESTION 2

Northern Trail Outfitters (NTO):

1.

Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.

2.

Prefers not to use custom roles unless it is absolutely necessary.

3.

Email Specialist resides in multiple business units.

Using best practices, how should a consultant create and assign roles for NTO?

- A. Create a custom Email Specialist role with needed permissions and assign it to the Email Specialists.
- B. Alter the roles of Content Creator and Data Manager by denying permissions and then assign the roles to the Email Specialists.
- C. Check "Allow" automation permissions for the Content Creator Role and assign it to the Business Units.
- D. Check "Allow" automation permissions for the Content Creator Role and assign it to the Email Specialists

Correct Answer: D

QUESTION 3

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back

online, the retailer would like to encourage those shoppers to return the site and continue their shopping.

What action should NTO take? Select One

- A. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey builder.
- B. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- C. Create a user-initiated message to logged-in customers to send once the website is restarted
- D. Create and send an apology email that includes a discount for a future purchase to all customers.

Correct Answer: C

The answer can be 1 or 3. But the most appropriate solution is 1. Sending emails will not take the user to a state where they left on the website. This requires developer involvement.

QUESTION 4

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 5

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

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