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Version Demo

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Topic Break Down

Topic	No. of Questions
Topic 1, Discovery	26
Topic 2, Setup	60
Topic 3, Configuration	155
Topic 4, Data Management	102
Topic 5, Segmentation	39
Topic 6, Mix Questions	2
Total	384

QUESTION NO: 1

Northern Trail Outfitters (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Builder to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could stop using Automation Studio entirely.

Which three tasks would a consultant suggest for using Journey Builder instead of Automation Studio? (Choose 3 answers)

A. Building simple segmented campaigns without SQL queries

B. Designing decision logic via an intuitive user interface

C. Setting behavior-based goals

D. Processing zipped encrypted files containing subscriber data

E. Creating customer segments from multiple data extensions

ANSWER: A B C

Explanation:

Journey Builder is the appropriate tool for **Building simple segmented campaigns without SQL queries**, because a journey can use a data extension or other supported entry source and apply entry-event filtering to admit the intended audience. This lets marketers configure straightforward audience qualification directly while building the customer experience.

Designing decision logic via an intuitive user interface is also a core Journey Builder use case. Its visual canvas provides activities such as Decision Splits and Engagement Splits, allowing marketers to route contacts based on profile data, related data, or engagement behavior without constructing a separate scheduled automation.

Setting behavior-based goals belongs in Journey Builder because journey goals measure whether contacts achieve a defined conversion or engagement outcome while progressing through the journey. Goals help teams evaluate the effectiveness of a coordinated, multi-step customer experience and can use contact activity or data attributes as the measurement basis.

Automation Studio remains an important complementary tool for operational processes, but Journey Builder is designed for visual orchestration, branching, and behavior-driven campaign execution. Salesforce's Journey Builder guidance is available in the Journey Builder overview and the Journey Builder goals documentation.

QUESTION NO: 2

A customer executes a large number of sends via Marketing Cloud Connect and is concerned about API Limits.

What should the consultant suggest to minimise the impact of Marketing Cloud Connect on daily API limits? Choose 2

A. Filter target audiences based on mapped profile attributes to reduce Bulk API calls

B. Upgrade the Marketing Cloud Account to ConnectedApp Authentification

C. Use Data Stream to sync object data into a Data Extension in the Marketing Cloud

D. Share Sales Cloud user licenses across Marketing Cloud users

ANSWER: A D

Explanation:

Filtering target audiences based on mapped profile attributes helps reduce API consumption because Marketing Cloud Connect can use the synchronized, mapped profile data to refine an audience without requiring as many Salesforce data retrieval operations at send time. This is particularly valuable for high-volume or frequently repeated sends: applying selective criteria early reduces the amount of Salesforce data that must be queried and processed through the integration.

Marketing Cloud Connect uses Salesforce APIs for activities involving Salesforce data, so designing audiences to use available synchronized and mapped attributes is an important way to limit avoidable requests.

Sharing Sales Cloud user licenses across Marketing Cloud users can also help manage the integration's API-limit impact by avoiding unnecessary proliferation of distinct Salesforce user contexts for Marketing Cloud users. API request allocations in Salesforce are organization-wide and are influenced by the organization's Salesforce license mix. A deliberate user and access model, including use of shared Salesforce user access where operationally appropriate and compliant with the customer's security requirements, supports more controlled Marketing Cloud Connect usage. Consultants should pair this with appropriate audience segmentation and monitoring of the organization's API consumption.

Salesforce documents API request allocation and monitoring considerations in API Request Limits and Allocations and provides Marketing Cloud Connect implementation guidance in Marketing Cloud Connect.

QUESTION NO: 3

Northern Trail Outfitters (NTO) uses the SAP domain comms.nto.com and has just opened an office in Australia. They want to use the domain comms.nto.com.au to send emails to the Australian customers.

What would be required to enable sending emails from their new domain without impacting deliverability?

A. An additional Sender Authentication Package

B. An additional IP address

C. An additional private domain

D. Register the new domain in Setup's From Address Management

ANSWER: A

Explanation:

An additional Sender Authentication Package is required because `comms.nto.com.au` is a separate sending domain from `comms.nto.com`. A Sender Authentication Package authenticates a Marketing Cloud Engagement customer's branded sending domain and enables the DNS configuration needed for authenticated email delivery. This configuration supports domain alignment and validation through mechanisms such as SPF and DKIM, allowing mailbox providers to verify that Marketing Cloud Engagement is authorized to send mail using the organization's visible From domain.

Using an authenticated, branded domain is important for preserving customer trust and maintaining a strong sending reputation as the organization expands its Australian communications. The new domain must have its own authentication configuration and corresponding DNS records published by the domain owner before it can be used as the authenticated sending identity. The Sender Authentication Package also supports branded tracking and reply-mail management components associated with the configured domain, depending on the organization's setup.

Salesforce describes Sender Authentication Packages and the DNS records involved in domain authentication in its Sender Authentication Package documentation. Salesforce's domain authentication guidance further explains the role of authenticated domains in Marketing Cloud Engagement email sending.

QUESTION NO: 4

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:

Salesforce Data Entry Source on the Contact Object is correct because Marketing Cloud Connect lets Journey Builder use Salesforce CRM records as an entry source. The journey can listen for Contact records that are created or updated in Sales Cloud, making it appropriate when the business event that should initiate communication is the creation of a contact. In a B2B model, Contacts are associated with Accounts, so the journey's entry criteria can identify contacts whose related Account is one of the targeted key accounts, or otherwise meets the organization's defined account-selection logic. Once a qualifying Contact is created, Journey Builder evaluates the configured Salesforce data event and injects that contact into the relevant customized journey. This supports timely, automated account-based outreach while allowing the journey to use CRM data for personalization, decision splits, and audience qualification. Marketing Cloud Connect must be installed and configured, and the connected Marketing Cloud user requires the relevant Salesforce and Marketing Cloud permissions. Salesforce documents that Salesforce Data Events can start a journey when a record on a standard or custom Salesforce object is created or updated; Contacts are a supported standard object. See Salesforce Help: Salesforce Data Entry Sources and Trailhead: Get to Know Marketing Cloud Connect.

QUESTION NO: 5

A new Marketing Cloud (MC) customer wants to now implement a Sales Cloud instance to go along with their MC Instance. The MC has been live for a year now, where the primary key for records hasbeen the Email Address.

Which two options would prevent the customer from duplicating records? Choose 2 answers

A. Upload CSV with Migrated Subscriber Keys to All Subscribers.

B. Get existing records updated with new Keys sourced from Sales Cloud instance;

C. Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address.

D. Purge the current records end carries on with new keys sourced from Sales Cloud

ANSWER: A B

Explanation:

Upload CSV with Migrated Subscriber Keys to All Subscribers. is appropriate when it is used as part of a controlled subscriber-key migration. The migration file provides the relationship between the existing Marketing Cloud identity, which was based on email address, and the new identifier sourced from Sales Cloud. Reconciling those identities before Sales Cloud data is synchronized lets Marketing Cloud retain a single subscriber/contact record rather than create a separate record under the Sales Cloud ID.

Get existing records updated with new Keys sourced from Sales Cloud instance; is also required as the broader identity-management approach. Sales Cloud record identifiers, such as Contact ID or Lead ID, should become the durable keys used by the integrated solution. Existing Marketing Cloud records must be mapped and migrated to those source-system identifiers so that future synchronized records resolve to the established Marketing Cloud identity. This is especially important because Marketing Cloud identifies subscribers and contacts by their keys; email address is an attribute and is not a dependable cross-system identity strategy. A planned key migration also preserves the relationship to historical subscription status and engagement data while establishing a consistent identifier for ongoing integration.

See Salesforce guidance on Subscriber Keys and the Marketing Cloud developer documentation for Contacts.

QUESTION NO: 6

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:

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

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

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

*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

ANSWER: A D

Explanation:

Customer Data should be incorporated in Contact Builder because it contains the core person-level attributes, including the email address used to identify and communicate with each contact. Associating this data extension to the contact model makes customer attributes available as contact data and provides the foundation for using the population in Journey Builder.

Event Registration should also be incorporated because it contains the journey-relevant event attributes connected to each person through email address, including event ID, event name, event type, and venue ID. The event type is specifically needed by the journey decision split, so this relationship must be available to Journey Builder through the Contact Builder data model. The venue ID can travel with the registration context and be used when rendering the email.

Venue information does not need to be modeled as a Contact Builder relationship for this requirement. AMPscript can dynamically retrieve venue name and address at send time by looking up venue records using the venue ID from the event registration data. This supports the stated goal of limiting linked data extensions while retaining personalized venue content. Salesforce documents the contact data model and linked data extensions in Contact Builder Data Model and AMPscript lookup functions in AMPscript Lookup.

QUESTION NO: 7

An external order-management application must inject customers into a Journey Builder API Event after an order is placed. The customer wants the integration to follow security best practices.

Which two recommendations should the consultant make? Choose 2 answers

A. Create an Installed Package with a Server-to-Server API Integration.

B. Grant only the API scopes required by the application.

C. Use a shared Marketing Cloud user name and password in the application.

D. Embed API client credentials in the public website JavaScript.

ANSWER: A B

Explanation:

Create an **Installed Package** with a Server-to-Server API Integration because it provides the external application with OAuth client credentials used to request access tokens for Marketing Cloud Engagement APIs. The application can then use the token to authenticate before calling the REST Event API.

The consultant should also grant only the API scopes required for the integration. Limiting scopes follows least-privilege practice and reduces the access available if credentials are exposed. For an API Event entry source, the integration generally needs the applicable Journey Builder and data access permissions needed to fire the configured event.

Salesforce describes OAuth authentication and installed packages in the [Marketing Cloud Engagement integration documentation] and documents event injection in the [Event API documentation].

QUESTION NO: 8

Northern Trail Outfitters wants a simple segmentation strategy for identifying subscribers for their emails.

What solution should they use?

A. List model and Groups in Single Send Journeys.

B. Attribute group in Contact Builder for segmentation.

C. Relational data extensions with primary keys to match subscribers with their data.

D. Data Extension Entry Source in Journey Builder with a filter.

ANSWER: A

Explanation:

List model and Groups in Single Send Journeys is the appropriate solution when the organization needs straightforward subscriber segmentation without implementing a more complex data model. In Marketing Cloud Engagement, a list provides a simple, marketer-managed collection of subscribers. Groups then create smaller, targeted subsets within that list, such as subscribers who share a profile attribute, meet specified filter criteria, or are selected randomly. This approach lets marketers identify and target an audience using familiar subscriber and profile data while minimizing the setup and maintenance associated with relational data structures.

For a simple email use case, groups support practical segmentation directly around the list audience and can be used to define the recipients of a send. Single Send Journeys provide a streamlined sending experience for delivering a message to a selected audience, making this combination well suited to an uncomplicated segmentation requirement. Salesforce describes lists as a subscriber-management method and groups as subsets used to organize and target list subscribers. See Salesforce's [documentation on creating groups] and the [Trailhead module on managing subscribers and lists].

QUESTION NO: 9

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing

and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take to create Send Classifications? Choose 2 answers

A. Define a Sender Profile

B. Define a Subscriber-specific From Name

C. Define custom Reply Mail Management

D. Define a Delivery Profile

ANSWER: A D

Explanation:

NTO should define a Sender Profile and define a Delivery Profile. In Marketing Cloud Engagement, a Send Classification combines the sender-related settings and delivery-related settings that apply when an email is sent. A Sender Profile establishes the visible sender identity for recipients, including the From Name and From Email Address. NTO can create distinct sender profiles so marketing messages and transactional messages present the intended, clearly differentiated From Name values.

A Delivery Profile specifies the delivery configuration used for a send, including the IP address or IP pool. Creating separate delivery profiles lets NTO route marketing and transactional email through different sending IP addresses or pools. This separation is important when the organization wants to manage reputation independently, because the sending behavior and resulting reputation signals for one message category do not need to be shared with the other category.

After the profiles are created, NTO can create separate Send Classifications—such as one for commercial marketing email and another for transactional email—and associate the appropriate Sender Profile and Delivery Profile with each classification. This creates a reusable, governed configuration that users select when sending. Salesforce documents the relationship of Sender Profiles and Delivery Profiles to Send Classifications in its Send Classifications documentation and its Sender Profiles documentation.

QUESTION NO: 10

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

A. Use Data Designer in Contact Builder to relate the two data extensions.

B. Utilize Entry Data on a Decision Split within Journey Builder.

C. Create a Data Relationship in Email Studio to relate the two data extensions.

D. Configure activities within Automation Studio to update the purchase data.

ANSWER: A D

Explanation:

Use Data Designer in Contact Builder to relate the two data extensions. This makes the purchase attributes available as related contact data for the journey, allowing Journey Builder to look up purchase information using the contact relationship rather than treating the two data extensions as isolated tables. The relationship should use an appropriate contact key or other defined key that reliably associates a customer record with the relevant purchase record.

Configure activities within Automation Studio to update the purchase data. An abandoned-cart journey must evaluate data that reflects purchases occurring after entry, so the purchase data extension needs a dependable update process that loads or refreshes transaction records from the commerce source. After an appropriate wait period, a Decision Split can evaluate the related contact data as the contact reaches that activity. This supports suppressing customers who completed a purchase before receiving subsequent abandoned-cart communications.

Entry data represents the data supplied when a contact enters the journey; it is not the appropriate source for determining a purchase made later in the journey. Salesforce documents the use of Contact Builder's Data Designer to model data relationships and make data available for contact-based use, and Journey Builder decision splits can evaluate contact data when a contact arrives at the split. See Salesforce Data Designer documentation and Salesforce Decision Split documentation.

QUESTION NO: 11

A customer wants to improve the previous 10 years purchase data in their Marketing Cloud account. Through discovery, it is determined there are over 200 million records they plan to upload via the REST API, and this volume will continue to grow as the current purchase data is added.

Which two questions should be asked for further discovery? (Choose 2 answers)

A. Does their License include the Large Data Extensions feature?

B. How many API calls are expected to be made at the peak hourly rate?

C. What time of day are the API calls made?

D. Why do they require 10 years' historical data in Marketing Cloud?

ANSWER: A B

Explanation:

"Does their License include the Large Data Extensions feature?" is a critical discovery question because the proposed purchase-history dataset already exceeds 200 million records and will continue to grow. Large Data Extensions are designed to support very high record volumes in Marketing Cloud Engagement, but availability depends on the customer's contracted product and entitlements. Confirming this capability early establishes whether the proposed data-storage design is viable and whether licensing changes are needed before implementation.

"How many API calls are expected to be made at the peak hourly rate?" is equally essential because a REST-based load strategy must be evaluated against API throughput and rate-limit constraints. The total row count alone does not establish feasibility: the payload size, number of requests, concurrent processes, and peak ingestion window determine whether imports can complete reliably while leaving capacity for other integrations and operational API traffic. This information enables an appropriate loading architecture, such as batching records and scheduling work within sustainable API limits.

Salesforce documents Large Data Extensions as a capability for managing substantial Marketing Cloud data volumes and documents API rate limiting for Marketing Cloud REST APIs. See Salesforce Help: Large Data Extensions and Marketing Cloud API rate limiting.

QUESTION NO: 12

A company sends a monthly product newsletter and a separate weekly promotional email. Subscribers must be able to unsubscribe from promotional emails while continuing to receive the newsletter.

Which feature should the consultant recommend?

A. Publication Lists

B. Send Logging

C. Data Relationships

D. Random Splits

ANSWER: A

Explanation:

Publication Lists are correct because they allow a subscriber to manage consent for specific categories of commercial email. The company can create separate publication lists for the newsletter and promotional communications, then include the applicable subscription-management options in each email.

When a subscriber opts out of the promotional publication list, Marketing Cloud Engagement suppresses that subscriber from future sends associated with that list while allowing the subscriber to remain eligible for the newsletter publication list. This provides more granular preference management than an account-level unsubscribe, which suppresses commercial email from the business unit. See Salesforce documentation on Publication Lists.

QUESTION NO: 13

A customer has an eCommerce site and Imports data into three data extensions daily;

'Orders', 'Order_Details' and 'Products'

the data extension contains the following information:

* Orders: OrderId, CustomerId, OrderNumber, OrderDate, OrderTotal, GrandTotal

* Order_Details: ProductId, OrderId, Qty, UnitPrice, ExtendedPrice, Discount

* Products: ProductId, SKU, Name, Description, Cost, Price

What two actions should be taken in Data Designer?

A. Create a one-to-one relationship between Orders and order_Details

B. Create a one-to-one relationship between the contact record and Order_Details

C. Create a one-to-one relationship between Order_Details and Products

D. Create a one-to-many relationship between Orders and Order_Details

E. Create a one-to-many relationship between Products and Order_Details.

ANSWER: D E

Explanation:

Create a one-to-many relationship between Orders and Order_Details because an order header, identified by `OrderId`, can be associated with multiple line-item records in `Order_Details`. Each line item belongs to one specific order, while an order can contain multiple products, quantities, prices, and discounts. This relationship preserves the natural order-header-to-order-line structure when the imported data is represented in Contact Builder Data Designer.

Create a one-to-many relationship between Products and Order_Details because a single product, identified by `ProductId`, can occur on many order-detail records over time. Each order-detail record identifies the particular product purchased on that line. Modeling this relationship enables the data model to connect purchase-line activity with the relevant product attributes, such as SKU, name, description, cost, and price. These relationships use the shared key fields in the imported data extensions and establish the appropriate cardinality for transactional commerce data. Salesforce describes how Data Designer uses relationships to organize linked contact and non-contact data sources in its Contact Builder data-model Trailhead module and Data Designer documentation.

QUESTION NO: 14

Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as part of the newsletter.

Which two solutions could pull in the RSS feed at the time of send?

Choose 2 answers

A. Dynamic Content

B. AMPscript

C. Personalization Strings

D. External Content

ANSWER: B D

Explanation:

AMPscript and **External Content** can retrieve RSS-based content dynamically for use in an email at send time. AMPscript supports RSS retrieval through its RSS functions, enabling an email to request an RSS feed, access feed items, and render values such as a post title, URL, publication date, or description in the message. This approach is useful when the email requires custom logic, filtering, formatting, or iteration through a selected number of the most recent blog entries. Salesforce documents the AMPscript RSS functions and their use for retrieving feed data in the GetRSSFeed reference.

External Content can also be used when the RSS or related web content is made available through an externally hosted content source. An External Content block lets Content Builder reference content hosted outside Marketing Cloud, so the current external content can be incorporated into the email instead of requiring marketers to manually copy each new blog post into the weekly newsletter. This is well suited to a regularly updated blog feed where the latest entries must be available when the message is generated. See Salesforce guidance on External Content blocks.

QUESTION NO: 15

NTO wants to import files at certain standard times, but occasionally a file will be dropped on a Friday if the 30th of the month falls on a weekend.

What is the flow?

A. Triggered Import - user initiated send (not scheduled)

B. File Drop Automation - import triggered when the file is dropped.

ANSWER: B

Explanation:

File Drop Automation - import triggered when the file is dropped is the appropriate flow because the import should begin in response to the file's actual availability, rather than according to a rigid calendar schedule. NTO's normal delivery pattern may be predictable, but the exception in which a file arrives on Friday because month-end falls on a weekend means that the arrival date can vary. A file-drop trigger monitors the specified Marketing Cloud Enhanced FTP location for a file that matches a configured naming pattern. When the matching file appears, Marketing Cloud starts the automation and can run its Import Activity immediately. This approach supports both the usual standard-time deliveries and the occasional Friday delivery without requiring users to manually start an import or maintain separate date-specific schedules. The file name or pattern should be designed to identify the intended inbound file reliably, and the automation should include the Import Activity that maps the file data into the target data extension. Salesforce describes Automation Studio as the tool for creating multi-step automated workflows, including import activities, and documents file-drop automations as automations initiated by a file arriving in a monitored FTP location. See Salesforce Help: Automations and Salesforce Help: File Drop Automations.

QUESTION NO: 16

In which two ways can Contact Builder be used to affect data stored on a data extension?

Choose 2 answers

A. Reconcile contact data on multiple Contact IDs

B. Add a single record to a data extension

C. Export data from a data extension to any SFTP location

D. Clear the data from a data extension

ANSWER: B D

Explanation:

Contact Builder's Data Extensions interface includes record-level data management capabilities. A user can open a data extension, access its records, and create a record by supplying values for the applicable fields. This is useful for controlled updates or testing when a single subscriber, customer, or related data row needs to be added without building an import or automation process. Contact Builder can also clear a data extension, removing its stored records while retaining the data extension itself, including its field definitions and configuration. Clearing is therefore an administrative data-maintenance action rather than deleting the data extension object. These capabilities let a consultant directly affect the rows held in a data extension from Contact Builder. Salesforce describes data extensions as tables used to store subscriber and other Marketing Cloud data, and its Contact Builder learning material covers using data extensions and their records as part of the contact data model. See Salesforce Trailhead: Create Data Extensions and Salesforce Trailhead: Contact Builder.

QUESTION NO: 17

Customer Event:

* gather data through a tablet-based webform as part of a raffle into a data extension.

* Winner is randomly selected.

* After the event, an email should be sent to the participants to gather opt ins for marketingemails.

Define 2 things necessary:

A. data extension with opt in status

B. Send email activity which contains a link to subscription center

C. WebCollect

D. SmartCapture

ANSWER: B D

Explanation:

SmartCapture is necessary to implement the tablet-based event form in Marketing Cloud Engagement. A Smart Capture form can be placed on a CloudPage and configured to write each raffle participant's submitted values directly to a designated data extension. This provides a practical, centrally managed way to collect the event data needed for later processing, such as selecting a winner and identifying participants for follow-up.

A **Send email activity which contains a link to subscription center** is also necessary for the post-event opt-in process. The follow-up email gives participants a clear opportunity to manage their marketing communication preferences through Marketing Cloud's Subscription Center. The Subscription Center supports subscriber-controlled subscription management and can be configured to expose the relevant publication lists or preference choices, enabling the organization to record affirmative marketing-email consent appropriately.

Together, Smart Capture supports initial raffle data collection, while the email and Subscription Center support a separate, explicit preference-management interaction after the event. This sequence helps distinguish participation in the raffle from consent to receive ongoing marketing communications. See Salesforce's Smart Capture documentation and Subscription Center documentation.

QUESTION NO: 18

A customer wants to create a loyalty program by Identifying all subscribers who clicked on a link within any email sent within the last sixmonths.

What should be recommended?

A. Create and execute a SQL Query against the _Click data view.

B. Create and execute a Tracking Extract.

C. Create and execute a Subscriber Engagement report.

D. Create and execute a Data Filter on the_Click data view.

ANSWER: A

Explanation:

Create and execute a SQL Query against the _Click data view. This is the appropriate recommendation because the _Click data view is a system-maintained Marketing Cloud Engagement data view that records individual email click events, including subscriber-related identifiers and click tracking details. Its retention period supports analyzing click activity from the preceding six months, matching the loyalty-program requirement. A SQL Query Activity in Automation Studio can query this system data view, select the relevant subscriber identifiers, and write the results into a target data extension. That resulting data extension can then serve as the audience for subsequent loyalty communications, Journey Builder entry, or other segmentation activities. The query should generally use DISTINCT subscriber identifiers so that a person who clicked multiple links or clicked in multiple sends is represented once in the loyalty audience. Using the data view also allows the customer to run the process on a schedule, keeping the loyalty audience current as new click activity is captured. Salesforce documents the available tracking data views, including click tracking information, at Marketing Cloud Engagement Data Views. For implementation details on creating a query and storing its result set in a data extension, see SQL Query Activity.

QUESTION NO: 19

Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to the user.

What should be recommended?

A. Mobile Studio

B. Advertising Studio

C. Google Analytics 360

D. Einstein Engagement Scoring

ANSWER: B

Explanation:

Advertising Studio is the appropriate recommendation because it is designed to activate Marketing Cloud audience data in supported digital advertising channels, including using audiences for suppression. Northern Trail Outfitters can identify subscribers who have shown the desired email engagement—for example, through tracking data for repeated opens and clicks—and build an audience representing those subscribers. That audience can then be sent to an advertising platform as a suppression audience, preventing the platform from continuing to serve display ads to people who are already highly engaged with the campaign.

This approach supports more efficient media spending because advertising impressions are not purchased for subscribers who have already demonstrated strong engagement. It also creates a more coordinated customer experience across email and paid media: email behavior informs advertising eligibility rather than leaving each channel to target independently. Advertising Studio's audience activation and suppression capabilities are specifically intended to use first-party marketing and CRM data to target or exclude people in connected advertising platforms. Configuration depends on the available advertising account connection and the platform's audience-matching requirements.

See Salesforce's Advertising Studio overview and the Advertising Studio Basics Trailhead module.

QUESTION NO: 20

Northern Trail Outfitters ' account is configured with Multi-Org to leverage two Salesforce CRM accounts. In the Cloud Kicks business unit, they want to disconnect the sandbox instance and connect the production instance.

What additional configuration changes could be made to avoid any disruption of functionality?

A. Configure Multi-Org settings to account for both production instances in Setup.

B. Manually remove existing user mappings, attribute mappings, and tracking subscriptions.

C. Rename and delete sandbox synchronized data extensions before connecting.

D. Update query activities that reference the new synchronized data extensions.

ANSWER: B

Explanation:

Manually remove existing user mappings, attribute mappings, and tracking subscriptions. This is the required preparation when an organization is being disconnected from a Multi-Org Marketing Cloud Connect configuration and replaced with another Salesforce CRM organization. These mappings and subscriptions are associated with the currently connected sandbox organization. Removing them before the disconnect prevents the business unit from retaining relationships that point to the former connection, and it allows the production organization to be connected and configured cleanly. After the production organization is connected, administrators can create the appropriate user mappings, map the required synchronized attributes, and establish tracking subscriptions for that production connection. This approach protects the integrity of Marketing Cloud Connect configuration while the connected Salesforce CRM source changes. It is especially important in Multi-Org environments because each connected organization can have distinct users, data relationships, and tracking configuration. Salesforce's guidance for changing an organization in a Multi-Org setup specifically identifies removing these existing mappings and subscriptions as the necessary action before disconnecting the organization. Review Salesforce's Multi-Org Marketing Cloud Connect documentation and the Marketing Cloud Connect implementation guidance for the connection and configuration process.

QUESTION NO: 21

When joining a data extension in Contact Builder, in which scenario should a consultant mark the Use as Root checkbox?

A. Supplemental data for an interaction in Journey Builder.

B. Database of record other than All Subscribers.

C. One-to- Many Relationship to the Contact Record.

D. Data for both Email and MobileConnect sends.

ANSWER: B

Explanation:

Database of record other than All Subscribers. is correct because the *Use as Root* setting identifies the starting, or top-level, data extension for a relationship in the Contact Builder data model. A root data extension represents an authoritative population source that can serve as the basis for relating additional data extensions to a contact. This is appropriate when the organization's system of record for people is maintained in a data extension rather than relying on the All Subscribers list as the primary source.

For example, an organization may maintain its customer, member, patient, or loyalty population in a centralized master data extension populated from an external CRM, data warehouse, or operational system. Marking that data extension as the root establishes it as the foundation of the contact model, enabling related records to be associated through the configured relationships and keys. This approach supports a unified contact view while allowing the business's own source-of-truth dataset to define the population and its identifiers. Salesforce describes Contact Builder as the area used to organize contact data and model relationships among data sources; see Salesforce Help: Contact Builder and Salesforce Trailhead: Contact Builder.

QUESTION NO: 22

Northern Trail Outfitters wants to import their Sales Cloud data into Marketing Cloud to leverage it within Journey Builder. They have approximately 10 million customers and the data needs to be available with a delay of no more than 30 minutes. Only customers where the consent checkbox is selected in Sales Cloud should be imported, which represents approximately half of their customer database.

What should they implement?

A. All Subscribers, since these are synchronized in real time

B. Import from Salesforce Report in Automation Studio

C. Event Data from the Entry Event in Journey Builder

D. Synchronized Data Extensions with a filter

ANSWER: D

Explanation:

Synchronized Data Extensions with a filter is the appropriate implementation because Marketing Cloud Connect is designed to synchronize selected Sales Cloud standard and custom-object data into Marketing Cloud Data Extensions for use in segmentation and Journey Builder. A synchronized data source provides scheduled, recurring availability of Salesforce records rather than relying on a manual or one-time data movement process. The synchronization schedule can meet the stated maximum 30-minute data-latency requirement when configured appropriately.

The consent value should be included in the synchronized object data and used as the criterion for a Filtered Data Extension. This produces a Marketing Cloud audience containing only the contacts whose consent checkbox is selected, while preserving a repeatable process as consent changes in Sales Cloud. That filtered audience can then be used for Journey Builder entry, decisioning, or downstream targeting. This pattern also separates the Salesforce data replica from the journey-ready audience, allowing the filtered population to be refreshed consistently as synchronized records are updated.

Salesforce documents the configuration and behavior of synchronized data sources in its Marketing Cloud Connect synchronized data sources module and explains the use of Filtered Data Extensions for creating targeted subsets of Data Extension records.

QUESTION NO: 23

A customer wants to create a mobile app that requires users to log in or register before accessing their data. Their source of truth is Sales Cloud, which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

A. User device data is unavailable in Contact Builder for up to 48 hours

B. All mobile app users will create additional Contacts in Marketing Cloud

C. Existing users will create additional Contacts in Marketing Cloud

D. Newly registered users will create additional Contacts in Marketing Cloud

ANSWER: D

Explanation:

Newly registered users will create additional Contacts in Marketing Cloud because MobilePush must associate each registered device with a contact record, even when the app does not yet know the user's final ContactKey. In this scenario, a user registering in the app has no ContactKey available for as long as 24 hours while the corresponding record is created or synchronized from Sales Cloud. During that interval, the MobilePush SDK identifies the device using its own generated identifier and Marketing Cloud treats it as belonging to a separate contact. When the app subsequently receives and sets the user's established ContactKey, Marketing Cloud can associate the device with that known contact identity. The consultant should therefore make the customer aware that this registration-and-sync timing can temporarily produce an additional contact for each newly registered app user. This matters for contact-count governance, data-model design, and the process used to identify users in the app. The implementation should set the ContactKey as soon as the identity is available so the device is associated to the intended customer record promptly. Salesforce documents that the MobilePush SDK uses the contact key to identify a user and supports setting it once the app knows the user's identity. See the Salesforce MobilePush Contact Key documentation and the MobilePush SDK developer guide.

QUESTION NO: 24

Northern Trail Outfitters wants to have a periodic, dynamic newsletter sent 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: C

Explanation:

Scheduled Automation using a Send Activity is the appropriate approach because it supports recurring batch sends to a data extension whose membership changes over time. The automation can run on the required schedule, and the Send Email activity evaluates the current contents of the targeted data extension at the time the automation executes. This means newly added subscribers can be included in the next newsletter send, while subscribers removed before the scheduled run are no longer targeted. It provides a straightforward, repeatable process for periodic newsletters without requiring manual audience selection for each send.

Automation Studio is designed to orchestrate scheduled activities, including data processing and email sends. A send activity can also be placed after SQL query, filter, import, or other activities when the audience must be refreshed immediately before the newsletter is delivered. This makes the process efficient for a dynamic data extension while retaining the scheduling and operational control needed for a recurring campaign. See Salesforce Trailhead's Automation Studio Basics and Salesforce Help's Send Email Activity documentation.

QUESTION NO: 25

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

How should the consultant facilitate this within Contact Builder?

A. Create three distinct Attribute Groups that link each data extension directly to Contacts.

B. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.

C. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.

ANSWER: C

Explanation:

Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders. An Attribute Group in Contact Builder provides the data model that connects a contact record to related data held in data extensions. The group should start with the data extension that contains the customer identifier related to the Contact model, then use defined one-to-one or one-to-many relationships to connect downstream data. In this case, the customer is the central person-level record, orders belong to that customer, and products are associated with an order. Building these relationships in one Attribute Group gives Marketing Cloud a connected view of the contact and the related order and product records. That relationship structure makes the data available for contact-related use cases, including segmentation and Journey Builder decisioning or personalization, while preserving the natural hierarchy of customer, order, and product data. Salesforce recommends using Attribute Groups to organize related data extensions around contacts and define the relationships that support a unified contact data model. See Salesforce Trailhead's Create Attribute Groups unit and Salesforce Help on Attribute Groups.

QUESTION NO: 26

Which data object should be used in conjunction with data extensions to create an optdown strategy for customers?

A. Profile attributes

B. Preference attributes

C. Publication Lists

D. Preference Lists

ANSWER: C

Explanation:

Publication Lists are the appropriate object to use with data extensions for an opt-down strategy. In Marketing Cloud Engagement, a publication list represents a specific category, brand, newsletter, or type of communication that a subscriber can choose to stop receiving while remaining subscribed to other communications. This supports a preference-based approach rather than requiring a subscriber to opt out globally from all email.

When contacts are stored in data extensions, the data extension supplies the audience and related customer data used for sends. Associating sends with a publication list allows Marketing Cloud to evaluate the subscriber's status for that specific publication. A subscriber who opts out of that publication is suppressed from future sends associated with it, while their overall subscriber status can remain active for communications tied to other publication lists. This makes publication lists well suited for granular consent management and customer-friendly preference centers. Salesforce describes publication lists as a way to manage opt-outs for particular publications, rather than all communications. See Salesforce Help: Publication Lists and Salesforce Help: Unsubscribes.

QUESTION NO: 27

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? (Choose 2 answers)

A. Text Response

B. Info Capture

C. Outbound

D. Data Capture

ANSWER: C D

Explanation:

Outbound is the appropriate MobileConnect template for delivering the initial, campaign-initiated SMS to the event registrants. It supports sending the request for each contact's dietary preference to the targeted audience from the registration data extension. **Data Capture** is appropriate for handling the inbound reply and persisting the submitted value for later use. This pattern separates the initial outbound communication from the collection and storage of the subscriber-provided response, enabling Northern Trail Outfitters to retain dietary preferences in a data extension for segmentation, operational planning, or follow-up messaging.

AMPscript can be used when processing the response to write values into a data extension. For example, the AMPscript `InsertData` function adds a row and its field values to a data extension, while related update functions can maintain an existing contact-associated record. The implementation should use a stable identifier, such as Contact Key or Mobile Number where appropriate, so that each inbound preference is associated with the intended registrant. Salesforce's MobileConnect learning materials provide the SMS messaging context, and the AMPscript reference documents the supported data-extension write behavior: Salesforce Trailhead: MobileConnect and AMPscript InsertData reference.

QUESTION NO: 28

A customer wants to send SMS messages as part of a Journey. They are concerned the messages will deploy when subscribers are asleep. If a subscriber qualifies to receive an SMS message as part of the journey between 1 a.m. and 6 a.m., the customer prefers the message to not be sent.

What solution should a consultant recommend to meet the criteria?

A. Run a SQL Query at 12:30 a.m. to create a suppression list.

B. Run an Import Definition at 12 a.m. to create a suppression list.

C. Create a Journey Goal to exit subscribers from the Journey.

D. Create and enable a BLOCKOUT window in MobileConnect.

ANSWER: D

Explanation:

Create and enable a BLOCKOUT window in MobileConnect. A MobileConnect blockout window is designed specifically to control when SMS messages can be delivered, including messages sent from Journey Builder. The consultant can configure a recurring blockout period from 1 a.m. through 6 a.m. in the applicable time zone so that contacts who reach the SMS activity during those hours do not receive the message at night. This directly satisfies the stated preference that the SMS not be sent when a subscriber qualifies during the overnight period.

Blockout windows also provide the delivery behavior needed for operational flexibility. Depending on the configured handling, MobileConnect can discard messages that fall in the restricted period, which aligns with the requirement that qualifying subscribers should not receive those messages. The configuration is managed centrally in MobileConnect rather than requiring a separate automation or changes to the Journey's entry logic. Before activation, the consultant should confirm the account's time-zone settings and ensure the blockout window is associated with the relevant SMS sending configuration. Salesforce documents blockout windows as a MobileConnect feature for preventing SMS delivery during specified times: MobileConnect Blockout Windows. For Journey SMS configuration context, see MobileConnect Activities in Journey Builder.

QUESTION NO: 29

A customer uses CustomerID as the unique identifier in its CRM system. Email addresses can change, and a customer can have more than one email address over time.

How should the consultant configure the Subscriber Key for a sendable data extension?

A. Use CustomerID as the Subscriber Key.

B. Use EmailAddress as both the Subscriber Key and Email Address.

C. Use FirstName as the Subscriber Key.

D. Use the most recent OrderID as the Subscriber Key.

ANSWER: A

Explanation:

The consultant should use **CustomerID as the Subscriber Key**. A Subscriber Key should be a stable, unique identifier that represents the individual across Marketing Cloud Engagement and connected systems. Because email addresses can change and may not be unique over time, they are not an appropriate long-term identity key in this scenario.

The data extension can retain EmailAddress as the email address field used for delivery while CustomerID provides the subscriber and contact identity. This design supports accurate subscription management, personalization, tracking, and future email-address updates without creating a new contact identity. See Salesforce guidance on the Marketing Cloud Engagement contact model.

QUESTION NO: 30

Northern Trail Outfitters recently upgraded their preference center to allow customers to indicate which products they are interested in and to have the ability to opt up and down in send volume. They would like to configure the Delivery Options in a Journey Builder Email Activity to take these new data points into account.

Which two options could allow them to meet the requirement? (Choose 2 answers)

A. Suppression List

B. Publication List

C. Auto-Suppression List

D. Domain Exclusion

ANSWER: B C

Explanation:

Publication List supports preference-based subscription management at a level more specific than an account-wide unsubscribe. Northern Trail Outfitters can use publication lists to represent product categories, communication programs, or frequency-oriented subscription choices exposed in its preference center. A recipient's status for the relevant publication list is evaluated when the email is sent, allowing the Journey Builder email activity to respect the recipient's selected messaging preferences while retaining the overall subscriber relationship. Salesforce describes publication lists as a way to manage subscriber opt-ins and opt-outs for specific publications rather than only globally.

Auto-Suppression List can apply additional dynamic exclusion criteria at send time. It can be populated or maintained from the preference-center data, such as product-interest attributes and a frequency or volume segment. The email activity can then suppress contacts who do not qualify for that particular message or whose selected volume means they should not receive that send. Together, publication-level consent and data-driven auto-suppression enable the journey to honor both stated interests and desired send volume. See Salesforce's Subscriber Data Management learning material and the Auto-Suppression List documentation.

QUESTION NO: 31

A customer wants to send an email confirming opt-in when someone signs up for their emails via a form on their website. The email should arrive within a few minutes of completing the form, and all of the form data needs to be stored in Marketing Cloud to personalize the outgoing email. The customer has access to a developer for working with APIs, but they want to be able to change the email creative without involving the developer.

What should a consultant recommend?

A. Use the WSProxy via SSJS to deploy the email after capturing form data.

B. Use a SQL Query activity in Automation Studio to run hourly and deploy emails.

C. Use a Send Email activity in Automation Studio to run hourly and deploy emails.

D. Use a Triggered Send Data Extension to capture form data and deploy the email.

ANSWER: D

Explanation:

Use a Triggered Send Data Extension to capture form data and deploy the email. A triggered send is designed for event-driven, near-real-time messaging, which fits an opt-in confirmation that must arrive within minutes of form submission. The developer can have the website submit the subscriber and form values through the Marketing Cloud API to the triggered-send definition. The Triggered Send Data Extension stores the submitted attributes, making those values available for personalization in the confirmation email.

This approach also separates the technical integration from message maintenance. The API integration continues to invoke the same triggered-send definition, while marketers can update the associated email's content and personalization in Content Builder without requiring the developer to change the website integration. The triggered send definition acts as the reusable sending configuration, including the associated email and data-extension structure, so the implementation supports both immediate delivery and ongoing creative ownership by the marketing team. Salesforce documents triggered sends as API-initiated sends and documents the triggered-send definition and its data-extension configuration in its Marketing Cloud developer reference. See Salesforce TriggeredSendDefinition documentation and Salesforce TriggeredSend documentation.

QUESTION NO: 32

Northern Trail (NTO), a longtime Marketing Cloud customer,has decided to adopt Journey Build to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could be using Automation Studio entirely.

Which three tasks would a consultant suggest for using Documentary Builder instead of Automation Studio?

Choose 3 Answers

A. Building simple segmented campaigns without SQL queries

B. Designing decision logic via an intuitive user interface

C. Setting behavior-based goals

D. Processing zipped encrypted files containing subscriber data

E. Creating customer segments from multiple data extensions

ANSWER: A B C

Explanation:

Building simple segmented campaigns without SQL queries is appropriate for Journey Builder when marketers need to bring an audience into a guided, multistep campaign and use visual journey configuration rather than build a SQL-based automation. Journey Builder supports audience entry from configured sources and allows marketers to orchestrate messages and actions from a visual canvas.

Designing decision logic via an intuitive user interface is a core Journey Builder use case. Its canvas provides configurable splits, including decision splits, engagement splits, and random splits, so contacts can follow different paths based on attributes, behavior, or evaluation criteria. This supports individualized communications without requiring a separate scripted process.

Setting behavior-based goals is also a Journey Builder capability. A journey goal defines the desired customer action or outcome and lets marketers measure contacts who meet that goal while progressing through the journey. Goals can be evaluated using contact data and engagement-related criteria, helping teams assess whether an orchestrated campaign achieved its intended outcome. Salesforce describes Journey Builder as a tool for creating and managing customer journeys and documents its decision-split and goal capabilities in its product documentation. See Salesforce Journey Builder documentation and Journey Builder Basics on Trailhead.

QUESTION NO: 33

Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of theirsubscribers provide aMobile Phone Number when registering.

Which three considerations should be made before implementing MobileConnect?

Choose 3 answers

A. Long and Short Codes are not available for all countries.

B. NTO would be charged by mobile operators directly for messages.

C. Inbound messaging only works with local Long or Short Codes.

D. Not all countries are supported by MobileConnect.

E. Opting in for messages can only be done via inbound message.

ANSWER: A C D

Explanation:

“Long and Short Codes are not available for all countries,” “Inbound messaging only works with local Long or Short Codes,” and “Not all countries are supported by MobileConnect” are essential implementation considerations because MobileConnect capabilities depend on the destination country, the available sending number type, and local carrier requirements. Before designing an SMS program, NTO should confirm that Marketing Cloud supports messaging for each target market and identify whether a long code, short code, or another supported sender type is available in that market. Availability is not universal and can vary based on both Salesforce’s supported countries and regional telecommunications rules.

For two-way SMS use cases, such as keyword enrollment, HELP responses, STOP handling, or customer replies, the sender must support inbound messaging in the relevant local market. Local long and short codes enable the appropriate routing of inbound subscriber messages and are therefore a foundational requirement when NTO plans to use MobileConnect interaction features rather than outbound messaging alone. Reviewing country support and code provisioning early also helps NTO account for lead times, registration requirements, and localized compliance needs before launch. See Salesforce MobileConnect Overview and Salesforce Trailhead: MobileConnect Basics.

QUESTION NO: 34

Northern Trail Outfitters is sending Salesforce Triggered Sends using Marketing Cloud Connect. The sends have a status of failed.

What shouifl the consultant do to diagnose tne Issue?

A. Review Apex Jobs within Set Up in Sales Cloud.

B. Manually clear the OAuth token to refresh the connection.

C. Change the connection option to Scope by User.

D. Ensure the System User is assigned the Standard User Profile.

ANSWER: D

Explanation:

Ensure the System User is assigned the Standard User Profile. Marketing Cloud Connect uses its configured Salesforce system user to perform the Salesforce-side processing required for Salesforce Triggered Sends. That user must have an appropriate Salesforce profile and permissions so that Marketing Cloud can communicate with Sales Cloud and execute the actions associated with the triggered-send request. Salesforce identifies the Standard User profile, or a custom profile with comparable required access, as the expected configuration for this scenario. Therefore, when sends are consistently marked as failed, validating the system user’s assigned profile is a focused diagnostic step: it confirms that the integration identity has the supported baseline access needed for the connector’s triggered-send operations. If the organization uses a custom profile, the consultant should compare its object, field, and application permissions with the required access rather than assuming the integration is healthy merely because the connection exists. This check addresses the Salesforce-side identity that Marketing Cloud Connect relies on, making it especially relevant for failures involving Salesforce Triggered Sends. Salesforce’s Marketing Cloud Connect troubleshooting guidance documents this configuration requirement and its relationship to connector behavior. See Troubleshoot Marketing Cloud Connect Configuration Issues and Marketing Cloud Connect.

QUESTION NO: 35

Northern Trail Outfitters (NTO) plans on sending SMS and push notifications together with emailsas 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:

A GUID or another generated ID for Contact Key is the appropriate recommendation because the Contact Key serves as the durable, enterprise-wide identifier for an individual in Marketing Cloud Engagement. NTO is orchestrating a journey across email, SMS, and push, so the identifier must remain stable even when a person changes an email address, phone number, mobile device, or other channel-specific attribute. A generated identifier is channel-agnostic and can be stored consistently in the contact model and used to associate the person's records, subscriptions, consent data, and journey activity across all enabled channels. This approach supports a unified contact record while allowing email addresses, mobile numbers, and device identifiers to be managed as contact-point data rather than as the person's primary identity. Salesforce documentation describes the subscriber key/contact key as the value used to identify subscribers and recommends using a value that is unique and does not change over time. A GUID or centrally generated customer ID therefore provides the persistence needed for reliable cross-channel onboarding and future lifecycle communications. See Salesforce's Subscriber Key documentation and Contact Key documentation.

QUESTION NO: 36

A publishing company presented the following: A need to send renewal reminders to customers whose subscribers expire in 7 days and 15 days. A campaign needs to created and managed by a general marketing user who will not have administrative rights and who is not technical. The customer's expiration data is included in the data filter.

Which three components should the customer's solution include?

A. Data Filter

B. Template Based emails

C. Suppression List

D. Automation Studio

E. Triggered Send

ANSWER: A B D

Explanation:

Data Filter, **Template Based emails**, and **Automation Studio** together provide an appropriate recurring renewal-reminder solution. A data filter can segment subscribers according to the expiration-date criteria already available to the business, allowing the marketer to identify the audiences approaching expiration at the required intervals. The filter can be used to define the appropriate audience for each renewal communication without requiring the marketer to write complex technical queries.

Template Based emails enable a general marketing user to create and maintain the renewal message from an approved, reusable email structure. This supports consistent branding while allowing nontechnical users to update campaign content and subject lines as needed. Automation Studio supplies the scheduling and repeatable orchestration needed for a time-based campaign. The marketer can configure scheduled activities so that the relevant filtered audience receives the appropriate reminder on an ongoing basis, rather than manually launching each send.

These components separate audience selection, content production, and scheduled execution, which is a practical pattern for a marketer-managed lifecycle campaign. Salesforce describes segmentation approaches in its Marketing Cloud data segmentation guidance and documents scheduled workflow capabilities in Automation Studio.

QUESTION NO: 37

A restaurant supply company captures email subscribers and leads through trade shows. This has always been a manual process with booth visitors leaving contact information in a fishbowl. The restaurant supply company is updating their process to an online sweepstakes entry that allows entrants to confirm opt-in for a monthly newsletter.

Which two components are appropriate for this solution? Choose 2 answers

A. CloudPage with Web Collect to add entrants in to a data extension

B. Send Email Activity with a link to a subscription center

C. CloudPage with Smart Capture to add entrants in to a data extension

D. Data extension with double opt-in status defined

ANSWER: C D

Explanation:

“CloudPage with Smart Capture to add entrants in to a data extension” is appropriate because Smart Capture is a Marketing Cloud Growth/Engagement web-form capability designed for collecting information on a CloudPage and writing submitted form data to a selected data extension. The sweepstakes entry page can collect the visitor’s contact information and include an explicit newsletter-consent control, creating a consistent digital replacement for paper entries at the booth. Salesforce documents the Smart Capture form workflow at Salesforce Developer Documentation.

“Data extension with double opt-in status defined” is also appropriate because the captured record needs a data structure that retains the person’s consent and confirmation state. A data extension can hold the entrant profile, the newsletter opt-in indicator, timestamps, and a status used by the confirmation process. This allows the company to distinguish a sweepstakes entrant from a person who has completed the required confirmation and is eligible for monthly newsletter messaging. Maintaining consent evidence and a clear opt-in status supports permission-based email practices and enables the confirmation workflow to target only pending records while sending ongoing communications only to confirmed subscribers. Salesforce’s guidance on permission and subscription management is available in Subscription Management.

QUESTION NO: 38

A marketer is preparing an email that uses AMPscript to retrieve loyalty status and a personalized offer from a related data extension.

Which two actions should the marketer take before sending to the production audience? Choose 2 answers

A. Preview the email using records that represent expected audience scenarios.

B. Send the email to a test data extension containing controlled test records.

C. Publish the email and validate AMPscript using production tracking reports.

D. Replace AMPscript with static text before completing testing.

ANSWER: A B

Explanation:

The marketer should use **Preview and Test** with subscriber records that represent the expected audience conditions. Previewing with appropriate records verifies that AMPscript retrieves the intended loyalty status and offer values and that conditional content renders correctly for each scenario.

The marketer should also send a **test send to a test data extension** containing controlled test records. A test send validates the rendered email in an inbox, including link behavior, content rendering, personalization, and fallback handling. The test data extension should contain records that cover the significant personalization and conditional-content paths.

Using both preview and test sends helps identify missing data, incorrect lookup keys, and rendering issues before the email reaches the production audience. Salesforce provides guidance on previewing and testing email content.