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Salesforce Certified Marketing Cloud Consultant

Salesforce Certified-Marketing-Cloud-Consultant

Version Demo

Total Demo Questions: 29

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Topic Break Down

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QUESTION NO: 1

Northern Trail Outfitters wants to create an automated suppression audience for subscribers who generated a hard bounce or submitted a spam complaint. The audience will be refreshed daily using tracking data views.

Which two data views should be used?

Choose 2 answers

A. _Bounce

B. _Complaint

C. _Click

D. _Job

ANSWER: A B

Explanation:

_Bounce contains bounce-event data and can be filtered to identify hard bounces. NTO can use the bounce classification fields available in the view to select only recipients whose addresses generated a hard bounce.

_Complaint contains complaint events reported by mailbox providers. Including these subscribers in the suppression process helps prevent further promotional sends to recipients who have reported NTO's email as spam.

The resulting query should write the applicable Subscriber Keys to a suppression data extension that is applied consistently to future marketing sends. See Salesforce guidance on [Data Views in Marketing Cloud Engagement] and [querying data views].

QUESTION NO: 2

Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.

What should be used to prevent emails from being sent if they exceed 2500 contacts?

A. Query Activity

B. Script Activity

C. Stop Activity

D. Verification Activity

ANSWER: D

Explanation:

Verification Activity is designed to validate whether data meets defined criteria before subsequent steps in an Automation Studio workflow run. For this loyalty-balance process, the activity can evaluate the target data extension's record count and use a threshold of 2,500 contacts. If the selected segment exceeds that limit, the verification does not pass, preventing the automation from continuing to the send step. This makes the contact-volume control an explicit, repeatable safeguard within the automation rather than a manual check performed before each monthly run.

Verification activities are particularly appropriate when a send depends on a data-quality or volume condition. Place the verification after the segmentation data has been prepared and before the send activity, so it assesses the final audience that would receive the loyalty email. Configure the activity to check the relevant data extension and its row-count condition, then define the automation's handling for a failed verification according to the organization's operational process. Salesforce documents Verification Activity as an Automation Studio activity for checking whether a data extension satisfies specified requirements before processing continues. See [Salesforce Help: Verification Activities] and [Trailhead: Automate with Automation Studio].

QUESTION NO: 3

What functionality is contained in Journey Builder that does not exist in Automation Studio?

A. The ability to send an email to a Salesforce audience.

B. The option to convert a qualified Lead to a Contact.

C. Native execution of a Server-side JavaScript activity.

ANSWER: B

Explanation:

The option to convert a qualified Lead to a Contact is functionality available through Journey Builder's Salesforce CRM integration. A journey can use Salesforce activities to act on CRM records as an individual progresses through a customer lifecycle. This supports a common marketing-to-sales handoff: after a prospect meets defined qualification criteria, the journey can initiate lead conversion in Salesforce. Salesforce's standard lead-conversion process creates a Contact and can also associate it with an Account and, when appropriate, an Opportunity. This makes the conversion an operational CRM action tied to the person's journey progression, rather than merely a scheduled data-processing task.

Journey Builder is designed to orchestrate individualized, event- and decision-driven interactions across Marketing Cloud and connected Salesforce organizations. Its Salesforce activities enable journey steps to update or create CRM records and invoke CRM-oriented actions in context. Salesforce documentation describes the lead conversion process and its resulting Contact record in the core platform, while Marketing Cloud documentation describes using Salesforce objects and activities in journeys. See Convert Leads and Salesforce Object Activity.

QUESTION NO: 4

ABC Company 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 ABC Company take in order to create Send Classifications? (Choose two.)

A. Define custom Reply Mail Management.

B. Define a Delivery Profile.

C. Define a Subscriber – specific From Name.

D. Define a Sender Profile.

ANSWER: B D

Explanation:

"Define a Delivery Profile" and "Define a Sender Profile" are the required actions because a send classification is built by associating one sender profile with one delivery profile. The sender profile establishes the sender identity used by recipients, including the From Name and From Email Address. ABC Company can therefore create separate sender profiles to clearly identify its marketing communications and its transactional communications.

The delivery profile controls delivery-related settings, including the IP address configuration used for the send. Separate delivery profiles allow ABC Company to select distinct IP addresses or IP pools for marketing and transactional traffic. This separation supports the stated reputation-management requirement because the sending reputation associated with promotional email can be managed independently from the reputation needed for operational or transaction-triggered messages.

After creating the appropriate profiles, ABC Company can create separate send classifications, such as one for marketing and one for transactional messaging, and associate each classification with its matching sender and delivery profiles. Salesforce describes these profiles and their use in send classifications in its Send Classifications documentation and Delivery Profiles documentation.

QUESTION NO: 5

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:

“Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.” is correct because it first reduces the existing data extension to the required 12-month dataset, which NTO expects to be fewer than 80 million rows. Retention policies can then automate ongoing removal of records after the selected duration, preventing the data extension from continuing to accumulate years of behavioral data. This makes the retention setting appropriate for maintaining the required data window over time.

“Replace the current data extension with a new data extension configured with a Retention Period.” is also correct. NTO can create a replacement data extension with its data-retention configuration defined at creation, migrate only the necessary recent data, and update dependent processes to use the new extension. This approach is especially useful when an established, very large data extension needs to be retired while preserving only the currently required records. Salesforce documents data-extension retention as a mechanism for automatically removing individual records or the entire data extension based on its configured policy. See Salesforce Help: Data Extension Retention and Trailhead: Marketing Cloud Data Extensions.

QUESTION NO: 6

A customer would like to send a quarterly re-engagement email to subscribers who have not opened in the previous three months. The customer’s plans are to:

▪ Use an existing Paste HTML email for the first send.

▪ Make only minor changes to the email creative for future sends.

▪ Use an existing Measure to build the subscriber audience for current and future sends. ▪ Deploy emails manually for now, but possibly automate in the future.

Which configuration is recommended for the re-engagement email send?

A. Triggered Send

B. Guided Send

C. Automated Send

D. User-Initiated Send

ANSWER: D

Explanation:

User-Initiated Send is the appropriate configuration because this is a recurring, marketer-controlled email program that begins as a manual deployment. A user-initiated send definition lets the marketer select an existing email, configure the intended audience, and initiate the send when the quarterly campaign is ready. This aligns well with reusing the existing

Paste HTML email and making small creative updates before each subsequent deployment, rather than rebuilding the send setup from scratch.

The existing Measure can continue to provide the audience logic for identifying subscribers who meet the non-engagement criteria. Maintaining that logic separately from the email creative helps preserve a consistent audience definition over time while allowing the content to be refreshed for each quarterly re-engagement effort. The send definition also provides a practical bridge to a later operational model: after the team validates the campaign manually, the same recurring process can be moved into an automated workflow if desired.

Salesforce describes user-initiated send definitions as reusable configurations for sending email to a defined audience. See the Salesforce Marketing Cloud developer documentation on user-initiated send definitions and the Salesforce Trailhead Email Marketing module.

QUESTION NO: 7

Which three statements about Send Log data are correct? (Choose three.)

A. Can be included in measures and filters.

B. Can be stored for a set period of time.

C. Can be accessed via SQL Query Activities.

D. Can be added to a standard data view.

E. Can be incorporated into standard reports.

ANSWER: A B C

Explanation:

Send Log data is a marketer-defined record of information captured for each email send. It is stored in a designated send log data extension, so the organization can configure data retention to keep those records for the period needed for analysis, auditing, or operational processes. Because the send log is a data extension, its fields can be queried with SQL Query Activities, including by joining send-log records to other data extensions or Marketing Cloud tracking data views. This makes it useful for creating targeted downstream datasets and custom analyses.

Send Log fields can also be selected for use as measures and filters in Marketing Cloud reporting and analytics features where send-log attributes are supported. For example, a business can log campaign-specific or audience-specific values at send time and then use those values to segment performance analysis. Send logging therefore extends the data available for custom analysis while retaining the flexibility of data-extension storage and SQL access. Salesforce describes send logging and its use for recording additional information about sends in its Send Logging documentation. For background on querying Marketing Cloud data extensions, see the Query Data with SQL Trailhead unit.

QUESTION NO: 8

Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of their subscribers provide a Mobile 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 important implementation considerations because SMS capability is determined by country-specific carrier rules, provisioning availability, and the type of sending number used. Before planning campaigns, NTO must verify that MobileConnect supports each intended destination country and determine whether an appropriate long code or short code can be provisioned there. Availability is not universal, and requirements for a sender identity can vary by market.

Inbound functionality also depends on having a local, provisioned code that can receive messages in that market. This matters for common SMS program interactions such as keyword requests, STOP and HELP handling, and other customer responses. NTO should therefore assess its launch countries, required sending and receiving behavior, and local code availability before designing opt-in journeys or estimating deployment timelines. Salesforce documents MobileConnect country availability and code requirements in its MobileConnect supported countries documentation and provides implementation guidance in the MobileConnect product documentation.

QUESTION NO: 9

A customer has several values that need to be used in the body of an email send:

- The data would be stored in a reference data extension, related on SubscriberKey.
- There may be one or more records for each subscriber.
- The audience is generally over 1 million subscribers.
- The content is time sensitive and should be sent as quickly as possible.
- The customer is not using "Catch and release" sending. ▪ The reference data extension contains 25 columns.

What method should be used?

A. Dynamic content via the Dynamic Content Wizard.

B. AMPscript a single Lookup Function.

C. Server side JavaScript a single LookupOrderedRows Function.

D. AMPscript: a single LookupOrderedRows function.

ANSWER: D

Explanation:

AMPscript: a single LookupOrderedRows function is the appropriate approach because it retrieves the related reference-data records at send time using SubscriberKey as the lookup value. This supports the stated one-to-many relationship, returning a rowset that can be iterated in the email with AMPscript. The function also accepts an explicit sort expression, which provides deterministic handling when multiple matching records exist—for example, selecting or displaying records in a business-defined sequence.

Using one retrieval operation to obtain the required rowset is important for a large, time-sensitive send. The email can retrieve the matching records once, then reference the returned fields as needed, rather than issuing separate lookups for every value in the 25-column data extension. This reduces repeated per-subscriber data-access work during send processing and keeps personalization logic within the message context. AMPscript lookup functions are designed to access data-extension values for email personalization, and LookupOrderedRows specifically returns matching rows in a requested order. Salesforce documents its parameters, including the data extension, maximum row count, ordering clause, and column/value search pairs, at LookupOrderedRows Function. General AMPscript data-extension lookup guidance is also available in the AMPscript Data Extension Functions documentation.

QUESTION NO: 10

A customer has curated a list of known email addresses belonging to competitors. They want to ensure none of these competitors receive their emails.

What should a consultant recommend?

A. Create an auto-suppression list populated with the known email addresses.

B. Create an exclusion list with the known email addresses.

C. Populate a list using a query to exclude the subscriber key.

D. Create an auto-suppression list populated with subscriber keys.

ANSWER: B

Explanation:

Create an exclusion list with the known email addresses. An exclusion list is designed to remove specified contacts from the audience of a particular send. The consultant can place the competitor email addresses in an exclusion data extension or list and select it as the exclusion source when configuring the send. Before delivery, Marketing Cloud compares the send audience against that exclusion source and omits matching recipients, ensuring the curated competitor addresses are not sent the email.

This is appropriate when the business has a known set of addresses that must be withheld from a send while leaving their general subscriber status unchanged. It also supports operational flexibility: the customer can maintain the competitor-address collection independently and apply it wherever that send-level exclusion is required. For consistent matching, the exclusion source should use the same identifier available to the send process, such as email address in this scenario, and its values should be kept current.

Salesforce documents exclusion lists as a way to prevent subscribers in a designated list or data extension from receiving a send. See Salesforce Help: Exclusion Lists and Marketing Cloud documentation: Creating an Exclusion List.

QUESTION NO: 11

Northern Trail Outfitters (NTO) stores customer purchase data m an external system. NTO ingests this data into Marketing Cloud through a file drop automation. The automation contains an import activity which overwrites a staging data extension, as well as an SQL Query activity which brings this data into a sendable data extension.

NTO's marketing manager wants to be informed If mort than 1,000 records are ever imported through this automation, and would also like to prevent the sendable date extension from being updated that day.

Which solution ts appropriate in this situation?

A. Split the existing activities into two separate automations.

B. Implement a Wait Activity to wait until the data extension is populated with records.

C. Place a Verification Activity between the import and SQL Query activity.

D. Write a custom SSJS script to

E. validate the row count of the staging data extension and send a notification email.

ANSWER: C

Explanation:

Place a Verification Activity between the import and SQL Query activity. A Verification Activity is designed to evaluate a condition during an Automation Studio workflow and control whether subsequent activities proceed. Here, it should be configured to check the row count of the staging data extension after the import has completed. The verification threshold can be set to identify when the imported row count exceeds 1,000 records.

When that condition is met, the automation does not continue to the following SQL Query activity. This is important because the SQL query is the step that updates the sendable data extension; stopping the workflow at verification preserves the existing sendable audience for that run. The activity can also be configured with an error notification so the marketing manager receives an email when the threshold is exceeded. This provides both the requested operational alert and a safeguard against unexpectedly large imports propagating to the sendable data extension.

Salesforce documents Verification Activities as Automation Studio controls that validate data-extension criteria and can stop an automation when verification fails. See Verification Activity and Automation Studio Activities.

QUESTION NO: 12

Northern Trail Outfitters is investigating implementing MobileConnect to allow SMS messaging in their UK, Germany, and Swiss subsidiaries. Each subsidiary has its own business unit and they are trying to determine if a single long code could be used for all markets.

What functionality would tie to additional long code Implementation?

A. Do they need to support UTF-8 characters in their SMS?

B. Do they need to support different From Names by country?

C. Do they need to have independent reporting on SMS sends by country?

D. Do they need to support inbound messages in each country?

ANSWER: D

Explanation:

“Do they need to support inbound messages in each country?” is correct because an SMS long code is a phone number provisioned for a particular country and mobile ecosystem. While a sender can use MobileConnect to manage outbound messaging, two-way messaging requires recipients to be able to send an SMS reply to a valid, locally supported number. If Northern Trail Outfitters needs inbound SMS capabilities in the UK, Germany, and Switzerland, each country requires its own appropriate long code implementation so replies can be received and processed within that market. These inbound messages can then be associated with MobileConnect interactions, such as keyword responses, opt-in and opt-out requests, or service conversations, according to the configuration and local requirements for that number. Salesforce describes MobileConnect as supporting outbound and inbound SMS messaging, including keyword-based responses, and identifies that available messaging capabilities and provisioning depend on the country and sender-number type. This makes country-level inbound support the relevant driver for obtaining additional long codes. See Salesforce’s MobileConnect documentation and the MobileConnect supported countries information.

QUESTION NO: 13

A customer needs to import data from an SFTP site. The customer wants to:

- Segment the contents of the file and then send emails.
- Transfer the file to the SFTP site at various times daily.
- Send to data extensions.

What sequence of automation activities should meet these requirements?

A. File Drop: Import File > Group Refresh > Send Email(s)

B. Scheduled: Import File > SQL Query(s) > Send Email(s)

C. File Drop: Import File > SQL Query(s) > Send Email(s)

D. Scheduled: Transfer File > Import File > SQL Query(s) > Send Email(s)

ANSWER: C

Explanation:

File Drop: Import File > SQL Query(s) > Send Email(s) is the appropriate sequence because the automation must begin as soon as a source file arrives on the Marketing Cloud enhanced FTP/SFTP location, potentially several times each day. A File Drop automation is event-driven: Marketing Cloud detects the arriving file based on its configured naming pattern and starts the automation without relying on a fixed schedule. This directly supports variable or repeated daily delivery times.

The Import File activity then loads the file's records into a data extension, establishing the data structure needed for downstream targeting. SQL Query activities can segment those imported records by querying the source data extension and writing the selected audience into one or more target data extensions. Finally, Send Email activities use those prepared data extensions as the sendable audience, ensuring the email is sent only after import and segmentation have completed in the required order.

This workflow combines file-arrival triggering, data-extension loading, SQL-based audience segmentation, and email sending within one Automation Studio process. Salesforce describes Automation Studio activities and trigger-based automations in its Automation Studio Trailhead module. Additional implementation guidance for data imports is available in the Marketing Cloud data import documentation.

QUESTION NO: 14

Northern Trail Outfitters wants to connect relational data into their Journey without overloading the entry data.

How should they connect the data?

A. Data Designer

B. Entry Source Data Extension

C. Contact Configuration

D. Data Relationships

ANSWER: D

Explanation:

Data Relationships is correct because it lets Northern Trail Outfitters link an entry data extension to related data extensions through shared keys, such as Contact Key, Subscriber Key, Order ID, or Product ID. The journey can therefore begin with a focused, lightweight entry audience while still accessing relevant associated records when evaluating journey logic or personalizing messages. This avoids duplicating every related attribute and transaction into the entry source, which can increase data volume, complicate maintenance, and make the entry event unnecessarily difficult to manage.

Relationships are configured in Contact Builder's data-modeling tools and describe how records in one data extension connect to records in another. A well-designed relationship supports a normalized Marketing Cloud data model: contact-level data can remain separate from order, preference, loyalty, or product records, while Journey Builder can use the linked information where it is needed. The common key fields must be consistently populated and use compatible data types so the relationship resolves reliably. Salesforce's Contact Builder learning materials describe using data relationships to model connected customer data, and Journey Builder documentation explains how connected data can support journey decisions and personalization.

References: Salesforce Trailhead: Contact Builder Basics; Salesforce Help: Journey Builder.

QUESTION NO: 15

Northern Trail Outfitters has purchased a new Marketing Cloud account with two dedicated IP addresses. One IP address will be used for commercial sends, while the other will be reserved for transactional messages. Their customer base includes 1.5 million email addresses.

What should the consultant recommend?

A. Send to unengaged subscribers during the first two weeks of IP warning in order to give them the opportunity to interact.

B. Focus on warning the IP address for commercial sends, because it is not necessary to warm an IP address used only for transactional sends.

C. Suppress sends to AQL email addresses during the first two weeks of IP warning, then resume sending to them during the third week.

D. Split marketing campaigns over a number of days while migrating over smaller triggered campaigns during the warming period.

ANSWER: D

Explanation:

Split marketing campaigns over a number of days while migrating over smaller triggered campaigns during the warming period is correct because a new dedicated sending IP must establish a positive reputation gradually with mailbox providers. For a commercial IP serving a large audience of 1.5 million addresses, the sender should begin with manageable volumes directed to the most engaged subscribers, then progressively increase volume as positive engagement and delivery performance are established. Spreading campaign volume across multiple days prevents abrupt, unusually high traffic from a previously unknown IP, which can prompt mailbox providers to defer or filter mail while they assess the sender's reputation.

Smaller triggered sends are especially useful during this period because they provide a more natural, controlled volume pattern and typically target recipients based on recent actions or clear customer relationships. The consultant should monitor delivery, bounce, complaint, and engagement metrics throughout the ramp-up and adjust volumes when needed. This approach protects the commercial program's long-term deliverability while the IP earns trust. Salesforce describes IP warming as the gradual increase of sending volume from a new dedicated IP and emphasizes sending first to highly engaged audiences. See Salesforce's IP Warming guidance and the Email Deliverability Trailhead module.

QUESTION NO: 16

Which three statements are correct regarding the automation tools in Marketing Cloud? (Choose three.)

A. Journey Builder and Automation Studio allow users to define the parameters for a send within the tool.

B. Automation Studio and Journey Builder allow users to repeat an interaction indefinitely.

C. Automation Studio and Journey Builder allow users to define a wait activity based on duration.

D. Journey Builder allows users to inject Contacts from a data extension which is updated by Automation Studio.

E. Journey Builder allows users to update a contact record in a journey or import data into a data extension.

ANSWER: A C D

Explanation:

"Journey Builder and Automation Studio allow users to define the parameters for a send within the tool" is correct because both applications include activities for configuring sends. In Automation Studio, a Send Email activity specifies the email and sending configuration as part of an automation workflow. In Journey Builder, messaging activities similarly let a marketer configure the email message and associated send settings in the journey canvas.

"Automation Studio and Journey Builder allow users to define a wait activity based on duration" is also correct. Automation Studio includes a Wait activity that pauses an automation for a specified period, while Journey Builder provides Wait by Duration to hold contacts for a selected amount of time before they proceed to the next activity. These waits support coordinated timing across data processing and customer engagement workflows.

"Journey Builder allows users to inject Contacts from a data extension which is updated by Automation Studio" is correct because Automation Studio can refresh or prepare data extensions through scheduled workflow activities, and a Journey Builder Data Extension entry source can use that data extension to admit contacts into a journey. This pattern supports automated audience preparation followed by journey-based messaging. See Salesforce's Automation Studio activities documentation and Journey Builder data extension entry source documentation.

QUESTION NO: 17

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the Consultant recommend? (Choose two.)

A. Use Data Designer to link student and alumni data to the contact record.

B. Use Synchronized Data Sources to obtain data from the Sales Cloud.

C. Create an Import Activity to import alumni data into Salesforce Report.

D. Create list attributes to store student data from the Sales Cloud.

ANSWER: A B

Explanation:

Use Synchronized Data Sources to obtain data from the Sales Cloud. This makes selected Sales Cloud objects and fields available in Marketing Cloud Engagement as synchronized data extensions, allowing the university to use its existing CRM student and contact data without maintaining a separate manual import process. The synchronized data can then support segmentation, personalization, and Journey Builder entry or decision logic when appropriate. Salesforce documents this integration approach in its Marketing Cloud Connect Trailhead module.

Use Data Designer to link student and alumni data to the contact record. Data Designer, within Contact Builder, defines relationships between contact data and related data extensions, such as a student's demographic profile, academic records, or alumni details. Establishing these relationships creates a more complete contact model that supports a consistent, individual-level view across data originating in Sales Cloud and external systems. This structure is particularly useful for tailoring communications by a person's lifecycle stage and associated attributes. Salesforce explains how to model relationships and organize data for contacts in the Data Designer documentation.

QUESTION NO: 18

An employee in a customer's IT department is responsible for maintaining the Login IP Whitelist and SFTP locations in Marketing Cloud. The IT Director has asked that this employee be given the minimum permissions necessary to complete only these tasks.

How should the Consultant configure the IT employee's account?

A. Administrator role, with all Content and Subscriber permissions disabled

B. Marketing Cloud Security Administrator role with account-wide access

C. Data Manager role with access to only the Parent Business Unit

D. Custom role with limited Administrator permissions enabled

ANSWER: A

Explanation:

Administrator role, with all Content and Subscriber permissions disabled is the appropriate configuration. Maintaining the Login IP Whitelist and SFTP locations involves account-level administration in Marketing Cloud Engagement. These settings are controlled through the administrative capabilities provided by the Administrator role, including the general administrative access needed to manage organization-wide security and file-transfer configuration.

To apply least privilege, the consultant should retain the administrative permissions needed for these setup functions while disabling Content and Subscriber permissions. This prevents the IT employee from creating, editing, publishing, or managing marketing content and subscriber data when those responsibilities are outside the employee's stated duties. The result is an account that can maintain the required security and SFTP setup without receiving unnecessary operational marketing access.

Salesforce describes roles and permissions as the mechanism for controlling which Marketing Cloud Engagement features a user can access; permissions should be assigned according to the user's job responsibilities. See Salesforce's Marketing Cloud Engagement roles documentation and the Marketing Cloud Engagement administration Trailhead module.

QUESTION NO: 19

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact 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 AMP script. 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 are the two data sources that must be incorporated inside Contact Builder? (Choose two.)

A. Event Registration

B. Customer Data

C. Venue Details

D. Payment Details

ANSWER: A B

Explanation:

Customer Data and **Event Registration** must be incorporated in Contact Builder because they provide the identity and journey-context data required for the stated journey design. Customer Data supplies the person-level attributes and the contact identifier, such as email address, that Contact Builder uses to organize data around an individual contact. Establishing this contact-level record enables Journey Builder to recognize the subscriber entering the journey and to use customer attributes across the connected marketing data model.

Event Registration is also required because it contains the event-specific data that drives the journey. In particular, the registration record supplies the event type used by the decision split, while its email address connects the registration to the customer contact. It also carries the event and venue identifiers needed to retain the relevant event context as the contact proceeds through the journey. Contact Builder's data model supports relating a contact record to associated data extensions so Journey Builder can use the related attributes for targeting and journey logic. Venue content can then be dynamically retrieved at send time using the stored venue identifier and AMPscript data-extension lookup functions, without requiring every source to be linked in the contact model. See Salesforce's Contact Builder data-model guidance and the AMPscript Lookup reference.

QUESTION NO: 20

Northern Trail Outfitters configured Marketing Cloud Connect with their Community Cloud instance and wants to ensure contacts who have not provided consent will only receive transactional communication. This process should be automated based on the change of the

HasOptedOutOfEmail field in Community Cloud, which is the consent master. Emails will be sent from both the Marketing Cloud and Community Cloud user interfaces.

What should a consultant consider when fulfilling this requirement?

A. The contact consent status is required to be imported to All Subscribers via API or Automation.

B. The Community Cloud connection only supports Users and not Contacts or Leads.

C. The HasOptedOutOfEmail field should be selected at send time via Marketing Cloud Connect.

D. Transactional and Commercial sends are treated the same by Marketing Cloud Connect.

ANSWER: C

Explanation:

The `HasOptedOutOfEmail` field should be selected at send time via Marketing Cloud Connect. When Salesforce CRM is the system of record for email consent, Marketing Cloud Connect can evaluate this standard Salesforce opt-out field during send processing. Selecting the field at send time ensures the current consent value held in Community Cloud is used when determining whether a recipient is eligible for a commercial email, rather than relying on a previously copied value that could be out of date.

This is particularly important when messages can be initiated from both Marketing Cloud and the Community Cloud interface. A send-time check provides a consistent control point for CRM-backed recipients, so a change to consent is honored without requiring a separate manual update process before every send. The implementation should also distinguish transactional messaging from commercial messaging in accordance with the organization's consent policy, while maintaining the CRM field as the authoritative consent indicator.

For Marketing Cloud Connect concepts and Salesforce CRM integration guidance, see Salesforce Help: Marketing Cloud Connect and Salesforce Help: Subscribers in Marketing Cloud Engagement.

QUESTION NO: 21

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? (Choose two.)

A. The email will avoid detection by various SPAM filters.

B. Open and click activity are tracked in either version.

C. An auto-generated text version will be sent with your HTML email.

ANSWER: B C

Explanation:

When *Send as Multipart MIME* is selected, Marketing Cloud sends a single email containing both an HTML part and a plain-text part. The receiving email client chooses the most appropriate version to display, which improves compatibility for subscribers whose clients cannot render HTML or who have chosen to read text-only messages. Therefore, "An auto-generated text version will be sent with your HTML email." is a valid outcome: Marketing Cloud can derive a plain-text representation from the HTML content for inclusion in the multipart message.

"Open and click activity are tracked in either version." is also a supported outcome in the context of Marketing Cloud send tracking. Marketing Cloud maintains tracking information for the send and rewrites tracked links as applicable, allowing engagement activity associated with the delivered message to be recorded. This lets reporting remain associated with the subscriber and send even though the recipient's client displays the HTML or text alternative. Multipart MIME is specifically intended to deliver alternative representations of the same email content, rather than creating separate sends. See Salesforce's Multipart MIME documentation and Email tracking documentation.

QUESTION NO: 22

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response? (Choose two.)

A. Next keyword was not specified on the outbound message.

B. Response contained “stop” in the message content.

C. Responses are not sent within 24 hours of the outbound message.

D. Responses are sent after the 60 minute conversation window.

ANSWER: A D

Explanation:

“Next keyword was not specified on the outbound message.” is correct because MobileConnect can only associate a subscriber’s inbound reply with a subsequent keyword when the outbound SMS message explicitly defines that next keyword. Configuring the next keyword establishes the intended response path for the interaction; without that configuration, MobileConnect handles an inbound message through the applicable default keyword behavior instead.

“Responses are sent after the 60 minute conversation window.” is also correct. A next-keyword association is time-bound in MobileConnect. The subscriber must reply while the next-keyword conversation window remains active. When the reply arrives after the 60-minute window has elapsed, the temporary association to the outbound message is no longer available, so MobileConnect cannot use the expected next keyword and instead processes the inbound message under the default keyword response behavior.

For this reason, a consultant should verify both the outbound message configuration and the timing of real subscriber replies when troubleshooting unexpected keyword routing. The relevant keyword and response configuration is managed in MobileConnect, where keywords define how inbound SMS messages are recognized and handled. See Salesforce’s MobileConnect Keywords documentation and the Marketing Cloud Mobile Messaging Trailhead module.

QUESTION NO: 23

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet. Individuals should only be allowed to enter once, and the winner will be selected randomly. All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution? (Choose two.)

A. Microsite with Web Collect to store entrants on a data extension.

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

C. Data Extension with double opt-in status defined.

D. Microsite with Smart Capture to store entrants on a data extension.

ANSWER: C D

Explanation:

A microsite with Smart Capture to store entrants on a data extension is appropriate because CloudPages can provide the tablet-friendly sweepstakes form at the trade-show booth, while Smart Capture writes submitted form data to a data extension. The data extension can be designed with a unique primary key, such as email address or another assigned entrant identifier, to support one entry per person and to supply the organized entrant population from which a winner can be selected. Smart Capture is specifically intended to collect data through CloudPages forms and store it in a designated data extension.

A data extension with double opt-in status defined is also appropriate as part of the data design. The entry data must be retained separately from newsletter permission, and a field representing the consent-confirmation state allows the company to identify entrants who have completed the follow-up confirmation process before treating them as newsletter subscribers. This supports a double-opt-in workflow: capture the trade-show entry, send the confirmation request after the event, and record the resulting opt-in state for later segmentation and sending. Data extensions provide the flexible custom fields needed to retain both sweepstakes and consent-related information. See Salesforce Trailhead guidance on creating data extensions and creating CloudPages.

QUESTION NO: 24

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: B C

Explanation:

“The directory Is unable to be used by another File Drop Automation.” and “The directory used by the file trigger should be inside the import directory.” are the key implementation considerations. A File Drop Automation monitors a specified folder on Marketing Cloud Enhanced FTP for a newly deposited file, which makes it appropriate when source-system filenames vary: the automation can respond to file arrival rather than requiring a fixed filename on a schedule. The monitored folder must be located under the Enhanced FTP `Import` directory, including an allowable subfolder, so Marketing Cloud can detect the file and make it available to the automation’s subsequent activities. In addition, a folder configured as the target for a File Drop Automation is exclusive to that automation. This prevents multiple automations from competing to detect, move, or process the same arriving file. For a point-of-sale feed occurring every fifteen minutes, the team should therefore establish a dedicated Import subdirectory and ensure no other File Drop Automation is configured to listen to it. Salesforce’s setup guidance for this automation type is available in Create a File Drop Automation and the related Enhanced FTP overview.

QUESTION NO: 25

Northern Trail Outfitters is implementing a new Sender Authentication Package for a branded sending subdomain.

Which two actions are required from NTO's DNS administrator?

Choose 2 answers

A. Publish the DNS records supplied by Salesforce.

B. Delegate the branded sending subdomain to Salesforce.

C. Provide Salesforce with credentials to the DNS provider.

D. Create a From Address Management entry before publishing DNS records.

ANSWER: A B

Explanation:

Publish the DNS records supplied by Salesforce is required because the Sender Authentication Package relies on DNS configuration to authenticate and brand the sending domain. NTO's DNS administrator must create the required records in the organization's DNS provider.

Delegate the branded sending subdomain to Salesforce is also required where the Sender Authentication Package configuration uses subdomain delegation. This allows Salesforce-managed infrastructure to host the required sending and tracking components for that subdomain while NTO retains control of its parent domain.

Creating a From Address Management entry does not establish domain authentication, and Salesforce should not be given direct credentials to edit the customer's DNS zone. See Salesforce guidance on Sender Authentication.

QUESTION NO: 26

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

▪ Customer data will be fully refreshed every night via Import File Activity from the customer's data warehouse.

▪ Contact records will be augmented by relational data tables via Contact Builder. ▪ Customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

A. Data extensions are necessary for Contact Builder.

B. Data extensions allow for add/update Import File Activity.

C. Data extensions can store HTML code as an attribute.

D. Data extensions support Customer ID to be used as Subscriber Key.

ANSWER: A

Explanation:

Data extensions are necessary for Contact Builder because Contact Builder uses data extensions as the underlying data sources for the contact data model. In this scenario, the customer needs to augment core contact records with relational tables from a data warehouse. A consultant would create data extensions for the contact-related entities, define their fields and primary keys, and relate those data extensions in an attribute group. This structure lets Marketing Cloud associate records through a shared identifier such as Customer ID, which can serve as the contact's Contact Key (Subscriber Key) when data is brought into the model.

Data extensions are designed for structured, relational customer data and support the data-modeling capabilities required to expose related attributes for segmentation and personalization in Contact Builder. They can represent customers and associated information such as purchases, preferences, memberships, or service records while preserving the relationships among those records. This directly supports the stated nightly warehouse refresh and relational-data requirement. Salesforce describes data extensions and their role in storing subscriber and attribute data in Create Data Extensions. For the way Contact Builder organizes contacts and linked data, see Contact Builder Basics.

QUESTION NO: 27

A new customer requests assistance in selecting a data model that can scale with the brand as it grows. They want a configuration where they can easily add new attributes as needed to their daily CRM imports and use it right away for dynamic content. They would also like to use the data available as referential data in triggered sends for personalization as needed. The customer will send to a minimum of 1,000,000 subscribers.

Which data entry model should meet their needs?

A. Import into a Data Extension

B. Journey Data Source

C. Import into a List

D. API Data Extension Injection

ANSWER: A

Explanation:

Import into a Data Extension is the appropriate model because data extensions provide a flexible, scalable subscriber data structure designed for Marketing Cloud use cases beyond basic email-list management. A data extension can hold a large volume of records and supports custom fields, so the customer can add attributes to its schema as CRM data requirements evolve. Once populated through recurring imports, those fields can be used to drive personalization and dynamic content in messages.

Data extensions also support both sendable and non-sendable designs. A sendable data extension can be related to subscribers through a subscriber key or other configured relationship, while related data extensions can serve as referential data for personalization. This makes the model suitable for triggered messaging scenarios in which message content must be resolved from customer and related data at send time. The combination of extensible attributes, import support, relationship capabilities, and high-volume data handling directly matches the stated requirement for at least one million subscribers. Salesforce's guidance on creating and managing data extensions is available in Trailhead: Create and Manage Data Extensions, with additional data-model guidance in Salesforce Help: Data Extensions.

QUESTION NO: 28

ABC Company is expanding its marketing efforts globally. Each country's marketing department has its own business unit and is responsible for the creation and execution of all the marketing campaigns. The Marketing Cloud Administrator is having trouble keeping up with the constant influx of new users and would like to speed up the turnaround of granting new users access to the Marketing Cloud.

In what two ways can this be accomplished? (Choose two.)

A. Assign Channel Managers the role of Marketing Cloud Analyst.

B. Assign Administration User permissions to individual users.

C. Assign Administration User permissions to the Channel Manager role.

D. Assign Administration User permissions to each business unit.

ANSWER: B C

Explanation:

Granting the Administration User permission to individual users and assigning that permission to the Channel Manager role are both effective ways to delegate user-management responsibilities. The Administration User permission enables trusted users to administer Marketing Cloud Engagement users, including creating and maintaining user access. Assigning it directly to selected individuals is useful when only specific local administrators need this capability. It provides targeted delegation while retaining control over who can manage access.

Assigning Administration User permissions to the Channel Manager role is the more scalable approach when each country's team follows the same operating model. Once the role includes the required administrative permission, local Channel Managers who receive that role can help provision and maintain users for their teams. This reduces the central administrator's workload and supports timely access as the organization adds users across its business units. Role-based access also makes administration more consistent because permissions are managed centrally through the role rather than configured repeatedly for every new administrator. Salesforce recommends using roles and permissions to control the level of access granted to Marketing Cloud users. See Salesforce Trailhead: Manage Users and Salesforce Help: User Management.

QUESTION NO: 29

Northern Trail Outfitters wants to target Contacts in an abandoned cart Journey with a Facebook ad. An Ad Campaign Activity has been added to the Journey canvas.

Which extension product should be enabled to use the Ad Campaign Activity?

A. Interaction Studio

B. Social Studio

C. Advertising Studio

D. Audience Studio

ANSWER: C

Explanation:

Advertising Studio is the required Marketing Cloud Engagement extension for using the Ad Campaign Activity in Journey Builder. It connects Marketing Cloud Engagement to supported advertising platforms, including Meta/Facebook, so a journey can add or remove contacts from advertising audiences at the appropriate point in their customer lifecycle. In this abandoned-cart scenario, the activity enables Northern Trail Outfitters to synchronize eligible journey contacts to a Facebook Custom Audience and deliver a coordinated ad to encourage cart recovery.

The setup includes enabling and configuring Advertising Studio, connecting the relevant advertising account, and ensuring contact data is usable for audience matching under the organization’s consent and data-governance practices. Once configured, Journey Builder can use advertising audience activities as part of the journey flow, allowing paid-media targeting to complement email, mobile, and other journey channels. Salesforce describes Advertising Studio as the product for managing advertising audiences and activating them across advertising partners, while Journey Builder advertising activities support this cross-channel orchestration. See Salesforce Advertising Studio overview and Salesforce Journey Builder advertising audiences documentation.