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### QUESTION 1

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:

1.

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

2.

Order\_Details: ProductId, OrderId, Qty, UnitPrice, ExtendedPrice, Discount

3.

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

Correct Answer: BC

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### QUESTION 2

Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).

1.

The first DE is populated by web analytics data, and does not contain a Subscriber Key or Email Address value.

2.

A Customer Reference DE is updated daily and holds subscriber information.

3.

The third DE is populated by a file sent to the SFTP after five days If the customer has not purchased the abandoned items.

4.

The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.



5.

If the web analytics file is empty, NTO does not want the automation to finish running.

Which order of activities should be used to fulfill this requirement?

- A. Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- B. File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one > Query Activity for file two > Data Extension Entry
- C. File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two
- D. Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

Correct Answer: B

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### QUESTION 3

What are the similarities between Automation Studio and Journey Builder?

- A. Have duration plus wait activity
- B. Ability to define an email send
- C. Fire an event from Automation Studio to Journey Builder

Correct Answer: C

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### QUESTION 4

A retail customer expanded their portfolio to include additional product lines in addition to their already popular offerings. They want to give subscribers the ability to unsubscribe via email from the specific subsections while still remaining on the main commercial communications audience. This option will be included in the footer attached to the unsubscribe URL and as an option on their subscription center.

Which model would meet the requirements?

- A. Publication List with Lists
- B. Publication List with Data Extensions
- C. Exclusion List with Lists
- D. Exclusion List with Data Extensions

Correct Answer: B

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## QUESTION 5

During discovery a consultant confirmed:

1.  
A master audience file containing contact information and data points will be used for segmentation and imported nightly.

2.  
The customer would like to implement a mechanism that consistently prevents sending promotional emails to subscribers who work for their top three competitors.

What feature should a consultant include in the solution?

- A. A global unsubscribe
- B. An auto-exclusion list
- C. An auto-suppression list
- D. An exclusion list

Correct Answer: C

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