M ARKETING-CLOUD-CONSULTANT$^{Q\&As}$

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QUESTION 1

Which two statements are accurate regarding segmentation options in Marketing Cloud? Choose 2 answers

A. A data extension can be updated using a query activity.

B. A random data extension can be updated with a filter activity.

C. A data filter can be automated with a filter activity.

D. A filtered data extension can be populated with a filter activity.

Correct Answer: BC

QUESTION 2

A customer wants to integrate their website with Marketing Cloud so that users can update their marketing communication preferences. The customer has in-house web development resources available and is interested in leveraging tools such as Journey Builder in the future.

What solution should the consultant propose, given the customer\'s requirements and available resources?

A. Configure a relational data structure using Data Extensions and consult with the customer on API integration with their website.

B. Configure a data structure using Lists and leverage a SmartCapture form that the client can iFrame into their website.

C. Configure a relational data structure using Data Extensions and leverage a SmartCapture form that is hosted in Landing Pages.

D. Configure a data structure using Lists and leverage the out-of-the-box Preference Center.

Correct Answer: A

QUESTION 3

A pharmaceutical company is hosting a monthly event and will be sending an invitation to new local contacts. The customer would like to automatically update a data extension to determine who will be attending.

1.

The data extension will hold each contact\'s response as well as the time stamp of the click.

2.

The contact will receive an email two days after the click event.

3.

Both emails should be sent via Journey Builder.

What is the optimal solution to record the click activity prior to sending the second email?

A. Use a landing page to record the click and trigger an email.

B. Leverage the Decision Split and create a Custom Activity.

C. Leverage the Engagement Split and the Update Contact Activity.

D. Use a landing page to record the click in the data extension.

Correct Answer: C

QUESTION 4

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use?

A. Keyword opt in and SMS Messaging

B. Smart Capture and Triggered email messaging

C. CloudPages opt in to Event Journey

D. Existing Email Event Notification Subscription

Correct Answer: A

QUESTION 5

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

1.

Segment the contents of the file and then send emails.

2.

Transfer the file to the SFTP site at various times daily.

3.

Send to data extensions.

Which workflow should meet these requirements?

A. Triggered Automation: Import File > SQL Query(s) > Send Email(s)

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

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

D. Triggered Automation: Import File > Group Refresh > Send Email(s)

Correct Answer: A

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