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QUESTION 1

A customer wants to automate the send of a monthly promotional email. The customer will upload an audience file to their account's Enhanced SFTP on a monthly basis on the 15th day of each month, expecting the email to be deployed upon completion of the import activity. However, if the 15th of the month falls on a Saturday or Sunday, the customer will provide the file on the Friday prior to the 15th and expect the promotional email to be sent on that Friday.

Which method should be used to automate their monthly promotional email?

- A. Create a scheduled monthly automation which includes an Import File Activity and triggered send.
- B. Create a file drop automation which includes an Import File Activity and Send Email Activity.
- C. Create a file drop automation which includes an Import File Activity and triggered send.
- D. Create a scheduled daily automation which includes an Import File Activity and Send Email Activity.

Correct Answer: A

QUESTION 2

Northern Trail Outfitters' marketing team is made up of a marketing manager, a communications specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.

What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Attribute Groups
- B. Publication Lists
- C. Query Activities
- D. Data Filters

Correct Answer: D

QUESTION 3

Northern Trail Outfitters (NTO) wants to use dynamic content within their emails to provide customers with more personalized communications. This includes using a Dynamic Sender Profile to customize the From Name and From Email Address to use the regional store managers' information. If a new manager is assigned to a region, NTO wants to update the information in one place.

What data should a consultant ensure exists within Marketing Cloud in order to facilitate this?

- A. Regional store manager's name and email address for each customer.
- B. Each customer's region code and the manager's name and email address for each region code.



- C. Name and email address for each regional store manager stored on a lookup table.
- D. Region code, regional store manager's name, and email address for each customer.

Correct Answer: D

QUESTION 4

Northern Trail Outfitters is using Journey Builder to send emails to loyalty members based on recent activity. They anticipate that approximately half of their contacts will meet the entry criteria for their journey.

How should they configure their entry source?

- A. Use an Import Activity in Automation studio to filter the data as a Data Extension Entry Source.
- B. Use a Query Activity in Automation Studio to create a segment before entering the journey.
- C. Use a Contact Data Entry Source to segment the data configured in Attribute Groups in Contact Builder.
- D. Use a Data Extension Entry Source with an applied filter based on recent member activity.

Correct Answer: B

QUESTION 5

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The owners of franchised stores add a customized local message to the marketing campaign.

What hierarchy should be recommended?

- A. One parent business unit and a child business unit for franchise owners.
- B. One parent business unit and a child business unit for each franchise owners
- C. One business unit.
- D. A parent business unit for each franchise owner

Correct Answer: B

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