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### QUESTION 1

Northern Trail Outfitters (NTO) plans to use Contact Builder to increase the scope of customer information they can see in an effort to establish more effective 1:1 relationships. NTO has a separate instance of Salesforce Sales Cloud that serves as their current customer master database.

What action should be taken when using Contact Builder? Choose 2 answers

- A. Conduct manual imports of customer information from Sales Cloud.
- B. Create a data extension to incorporate the imported data from a Salesforce Dashboard.
- C. Combine each individual's channel contact information under one record.
- D. Use Marketing Cloud Connect to include data from Sales Cloud.

Correct Answer: CD

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### 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

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### QUESTION 3

Northern Trail Outfitters want to use the Out-of-the-Box (OOTB) Preference Center to allow the customers to manage their subscribers and have them updated Salesforce CRM using Marketing Cloud Connect.

Which two considerations should be made before implementing this solution? (Choose 2 answers)

- A. The OOTB Connector cannot update Salesforce Sales Cloud Directly
- B. Contacts first added to all subscribers via Salesforce Entry Event in Journey Builder would not update.
- C. The OOTB Preference Center does not support Person Account



D. Multi-Org Connector does not support the OOTB Preference Center

Correct Answer: AC

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#### QUESTION 4

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

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#### QUESTION 5

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

Correct Answer: D

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