

# Demo Questions

## SALESFORCE Marketing-Cloud-Consultant Exam

Salesforce Certified Platform Developer I

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### Question #1 Topic 1

A bank wants to send out a series of emails to new customers that open a checking or savings account. The emails will be used to educate and inform customers regarding their current account and other bank offerings.

- ☞ Data for the campaign will be in two data extensions: Customer and New Accounts.
- ☞ The Customer data extension is currently used for multiple campaigns and is updated at 1:00 a.m.
- ☞ The New Accounts data is encrypted and will be placed on the SFTP at 10:00 p.m.

Which automated workflow meets the customers' requirements?

- A. A scheduled automation which starts at 2:00 a.m. and executes Data Extract Activity > Import File Activity > SQL Query Activity > Wait Activity > Send Email Activity.
- B. A drop automation which executes File Transfer Activity > Import File Activity > SQL Query Activity > Wait Activity > Send Email Activity.
- C. A scheduled automation which starts at 2:00 a.m. and executes a File Transfer Activity > Import File Activity > SQL Query Activities > Wait Activity > Send Email Activity.
- D. A scheduled automation which starts at 12:00 a.m. and executes a File Transfer Activity > Import File Activity > SQL Query Activities > Wait Activity > Send Email Activity.

**Correct Answer: C**

Should start after 1:00 AM after data update. Since its encrypted so File transfer is required.

### Question #2 Topic 1

ABC Company wants to automate the sending of shipping notices and a customer survey.

- Shipping notices will be sent once a day.
  - The shipping file will be placed on the FTP some time after 4:00 p.m.
  - The shipping data will be sorted in the Shipping Notice data extension.
  - A field in the data extension will contain the shipping date.
  - The survey needs to be sent at 9:00 a.m., exactly 10 days after the customer's order ships.
- Which workflow would most effectively enable ABC Company to do this?

- A. Automation 1: Triggered Import File -> Filter -> Send Email -> Wait-> Filter -> Send Email
- B. Automation 1: Scheduled to run daily at 7:00 PM Import File -> Filter -> Send Email -> Wait -> Filter -> Send Email
- C. Automation 1: Scheduled to run daily at 7:00 PM Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email
- D. Automation 1: Triggered Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email

**Correct Answer: A**

If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex; a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation. Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file is encrypted.

**Question #3Topic 1**

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.

**Correct Answer: A**

**Question #4Topic 1**

A customer wants Sales Cloud users to create and send Marketing Cloud emails.  
Which two recommendations should the consultant make? (Choose two.)

- A. The consultant should enable deep linking in Marketing Cloud Connect configuration.
- B. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- C. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
- D. The consultant should enable the Create Email feature on the user Profile in Sales Cloud.

**Correct Answer: AB**

**Question #5Topic 1**

Why would a contact fail to enter a Journey Builder interaction? (Choose three.)

- A. The interaction has an A/B/n split, and the contact does not meet the criteria.
- B. The interaction allows re-entry only after exiting, and the contact already exists.
- C. The contact falls below the High Water Mark.
- D. The contact did not meet the entry criteria.
- E. The entry event was not fired via Automation Studio.

**Correct Answer: BCD**

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