Salesforce

MCAE-Con-201

Salesforce Certified Marketing Cloud Account Engagement Consultant

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Product Version

✓ Up to Date products, reliable and verified.
✓ Questions and Answers in PDF Format.

Latest Version: 6.0

Question: 1

A customer wants to configure appointment reminders for patients in their clinic. The reminder should be sent day before the appointment date at 10 a.m and the appointment record should be updated in the patient was sent a reminder email.
What solution could be recommended?

A. Create a journey with CRM data source triggered on the reminder data and use Journey Builder activities to send a reminder and update the record in Synchronized Data Extension.
B. Create a journey with CRM date based entry source, and use journey Builder activates to send a reminder and update the record in CRM.
C. Create a daily scheduled automation to refresh the audience, and use Automation Studio activities to send a reminder with AMPscript in the message to update the record in Synchronized Data Extension.
D. Create a daily scheduled automation to refresh the audience, and use Data Extension entry source for a journey with activates a reminder and updates the record in CRM.

Answer: B

Question: 2

Northern Trail Outfitters sends emails for Password Resets from their web store when requested. An SMS message should be deployed if the password reset email is not sent.
What processes should they utilize to ensure a timely delivery across email and SMS?

A. Triggered send definition and use data extract Not Sent to a data extension then send SMS to those failed sends
B. Multiple path journey with engagement split if password reset link clicked; if link not clicked, then SMS Password Reset activity
C. Triggered send definition, and use API response to determine and send API call to trigger an SMS password reset
D. Transactional email send with the event notification service response to determine and trigger an API call to an SMS message

Answer: D

Question: 3

Northern Trail Outfitters receives a nightly encrypted unsub file to their Marketing Cloud SFTP from a third-party email platform. These files are used to unsubscribe existing subscribers. They do not use Email Address as Subscriber Key.
What Automation Studio Activity sequence should be used to ensure the appropriate subscribers are unsubscribed from the All Subscriber List?

A. Import File > Data Extract > File Transfer > Import File
B. File Transfer > Import File > Query > Data Extract > File Transfer > Import File
C. Import File > Query > Data Extract > File Transfer > Import File
D. File Transfer > Import File > Data Extract > File Transfer > Import File

Answer: C

Question: 4

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension ans purchase data is stored in a second data extension. Which two steps should they include to accomplish this journey?

A. Use Data Designer in Contact Builder to relate the two data extensions.
B. Utilize Entry Data on a Decision Split within Journey Builder.
C. Create a Data Relationship in Email Studio to relate the two data extensions.
D. Configure activities within Automation Studio to update the purchase data.

Answer: A, D

Question: 5

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

Answer: A

Question: 6

Northern Trail Outfitters recently upgraded their preference center to allow customers to indicate which products they are interested in and to have the ability to opt up and down in send volume. They would like to configure the Delivery Options in a Journey Builder Email Activity to take these new data points into account.
Which two options could allow them to meet the requirement?
Choose 2 answers

A. Suppression List
B. Publication List
C. Auto-Suppression List
D. Domain Exclusion

Answer: A, B

Question: 7

A customer has curated a list of known email addresses belonging to competitors. They want to ensure none of these competitors receive their emails.
What should a consultant recommend'

A. Create an auto-suppression list populated with subscriber keys.
B. Populate a list using a query to exclude the subscriber key.
C. Create an exclusion list with the known email addresses.
D. Create an auto-suppression list populated with the known email addresses.

Answer: D

Question: 8

Northern Trail Outfitters is growing and acquiring other organizations, each with its own instance of Sales Cloud. They are debating whether to upgrade Marketing Cloud Connect to Multi-Org.

What consideration could be provided to help with the decision?

A. Shared Salesforce Data Extensions will be enabled in up to 5 business units.
B. Custom profile and subscription centers will not be required.
C. Once an account is upgraded to Multi-Org, it cannot be turned off.
D. Existing accounts cannot be upgraded to Multi-Org.

Answer: C

Question: 9

A customer wants to send SMS messages as part of a Journey. They are concerned the messages will deploy when subscribers are asleep. If a subscriber qualifies to receive an SMS message as part of the journey between 1 a.m. and 6 a.m., the customer prefers the message to not be sent.

What solution should a consultant recommend to meet the criteria?

A. Run a SQL Query at 12:30 a.m. to create a suppression list.
B. Run an Import Definition at 12 a.m. to create a suppression list.
C. Create a Journey Goal to exit subscribers from the Journey.
D. Create and enable a BLOCKOUT window In MobileConnect.

Answer: D

Question: 10

Northern Trail Outfitters wants to control what content is available to certain users and business units. They also want to control what is allowed to be edited and ensure those edited are reviewed prior to being changed.

What should be implemented to achieve these goals?

A. Build out an internal business governance and process to support this.
B. Set up Approval Workflow and Share setting inside Marketing Cloud.
C. Integrate an outside CMS with all these permissions built in.
D. Edit the Content Permissions and Restrictions by Role setting for each user.

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