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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

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