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**QUESTION 1**

Northern Trail Outfitters (NTO) wants to implement a cross-channel automated marketing solution that provides real-time messaging on a customer by customer basis. They have limited resources to manage this on their own once the initial implementation has been completed. Which three details should be verified to properly guide a solution they can manage after the initial implementation? (Choose three.)

- A. Does NTO have personnel to configure the (sub)domain for sending emails?
- B. Is the necessary data currently stored in a centralized location?
- C. Does NTO have people with Marketing Cloud skills and/or certifications within the team?
- D. Does NTO need a declarative-only approach?
- E. What size should the team responsible for the implementation after go-live be?

Correct Answer: ACE

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**QUESTION 2**

A customer wants to limit the number of emails a subscriber receives to a maximum of one email every 14 days. After the 14-day period, the subscriber is eligible to receive the next message.

What should a consultant recommend to meet these criteria?

- A. Query all subscribers from the Sent Data View when creating the send.
- B. Create an exclusion data extension populated with the identified subscribers.
- C. Create a suppression list populated with the identified subscribers.
- D. Import the identified subscribers into a list when creating the send.

Correct Answer: A

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**QUESTION 3**

A customer wants to limit the number of emails a subscriber receives to a maximum of one email every 14 days. After the 14-day period, the subscriber is eligible to receive the next message.

What should a consultant recommend to meet this criteria?

- A. Import the identified subscribers into a list when creating the send.
- B. Create an exclusion data extension populated with the identified subscribers.
- C. Query contacts from the Einstein Engagement Frequency data extension when creating the send.
- D. Create a suppression list populated with the identified subscribers.

Correct Answer: C

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## QUESTION 4

Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for social advertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time via API. They want to configure their customer data for longterm cleanliness and maintainability.

Which two best practices should be utilized? (Choose 2 answers)

- A. Configure Contact Builder to automatically generate a unique subscriber key.
- B. Define the subscriber key as a unique value that does not relate to a specific channel.
- C. Regularly merge duplicate contacts to keep tracking data accurately.
- D. When using an external database of record, utilize that system's identifier as the contact key.

Correct Answer: BD

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## QUESTION 5

A customer is collecting data from a Smart Capture form that stores submissions in a data extension. The customer wants an email sent to the marketing manager each morning that contains the previous day's submissions as a CSV attachment. Assuming that the customer has the attachments feature enabled.

Which automation workflow will accomplish this?

- A. Triggered Automation: Data Extract > SQL Query > Transfer File > Send Email
- B. Scheduled Automation: Data Extract > SQL Query > Transfer File > Send Email
- C. Triggered Automation: SQL Query > Data Extract > Transfer File > Send Email
- D. Scheduled Automation: SQL Query > Data Extract > Transfer File > Send Email

Correct Answer: D

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