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QUESTION 1

Why would a contact fail to enter a Journey Builder interaction? Choose 3 answers

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

Correct Answer: ABE

QUESTION 2

NTO wants not only to send to their best customers, but also those most likely to buy.

What data will be helpful to send out an email which increases purchase frequency? Choose All that apply

- A. last purchase date
- B. proximity to store
- C. lifetime purchase value
- D. conversion rate

Correct Answer: ACD

QUESTION 3

What is the skill set you need to build emails with dynamic content?

- A. CSS
- B. HTML
- C. Ampscript
- D. SSJS

Correct Answer: C

QUESTION 4

Which two statements about a database of record are correct? Choose 2 answers

- A. It is a centralized storage repository of data about objects or people.
- B. It is any database containing subscriber data.
- C. It is any data structure in which multiple opt-in statuses can be stored for a subscriber.
- D. It is a system in which a subscriber's status is maintained.

Correct Answer: AD

QUESTION 5

A retail company needs to create journeys that will target subscribers based on website behavior. They have identified three separate groups:

1.
Customer who searched for an item on their website
2.
Customers who abandoned a cart on their website
3.
Customers who made a purchase on their website

Which three questions should the consultant ask in order to design the data structure to this solution?

Choose 3 answers:

- A. Should customers exit the journey when the goal is met?
- B. How are the subscribers identified in your web analytics?
- C. How many messages should be included in each journey?
- D. Should a single customer exist in multiple journeys at the same time?
- E. How long after the behavior occurs will a subscriber need to enter a journey?

Correct Answer: BDE

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