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QUESTION 1

A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect, The trigger is on a Custom Object called "\\Shipments\\" and is enabled for Triggered Sends in Setup.

Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

- A. The Shipment object is on the Account Related List.
- B. There is a Master Detail Relationship from Contact to Shipment.
- C. The Shipment object requires a Lookup to Lead or Contact.
- D. An Apex Trigger is created on the Shipment object.

Correct Answer: AC

QUESTION 2

A customer has several values that need to be used in the body of an email send:

1.

The data would be stored in a reference data extension, related on SubscriberKey.

2.

There may be one or more records for each subscriber.

3.

The audience is generally over 1 million subscribers.

4.

The content is time sensitive and should be sent as quickly as possible.

5.

The customer is not using "catch and release" sending.

6.

The reference data extension contains 25 columns.

Which method should be used?

- A. AMPscript a single Lookup Function
- B. Server Side Javascript a single LookupOrderedRows Function
- C. AMPscript a single LookupOrderedRows Function

D. Dynamic content via the Dynamic Content Wizard

Correct Answer: C

QUESTION 3

Which two statements are correct about Send Logging? Choose 2 answers

- A. Send Log data extensions are archived automatically based on retention settings.
- B. AMPscript can be used to pull data from Send Logs for use within emails.
- C. A business unit can support up to three Send Logs.
- D. SQL Query Activities can reference Send Logs in combination with system data views.

Correct Answer: BD

Send Log data extensions are never archived. Its deleted. A business unit can support only one Send Log.

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 and 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.

Correct Answer: AD

QUESTION 5

Collect addresses through Smartcapture, segment the data, send emails referencing data from a data extension.

What skillset is needed ?

- A. AMPScript
- B. HTML

C. CSS

D. SQL

Correct Answer: D

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