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Q&A

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Exam : **Certified Marketing Cloud Consultant**

Title : Salesforce Certified
Marketing Cloud Consultant
Exam (SU21)

Version : DEMO

1.Northern Trail Outfitters (NTO) is launching a new campaign, driving it to redesign its data structure. NTO needs to change the cardinality between two data extensions inside Contact Builder.

What are two consequences of this change? Choose 2 answers

- A. All filters created before will adapt automatically to the new cardinality.
- B. All scheduled sends using a filter based on one of the data extensions should be reviewed.
- C. A contact may NOT show up in the filter based on one of the data extensions.
- D. One of the data extensions must be deleted from the attribute group in order to change the cardinality.

Answer: B,C

2.Northern Trail Outfitters (NTO) plans to use Contact Builder to increase the scope of customer information they can see in an effort to establish more effective 1:1 relationships. NTO has a separate instance of Salesforce Sales Cloud that serves as their current customer master database.

What action should be taken when using Contact Builder? Choose 2 answers

- A. Conduct manual imports of customer information from Sales Cloud.
- B. Create a data extension to incorporate the imported data from a Salesforce Dashboard.
- C. Combine each individual's channel contact information under one record.
- D. Use Marketing Cloud Connect to include data from Sales Cloud.

Answer: C,D

3.Northern Trail Outfitters has master data extension of 880,000 subscribers they want to randomly split into 11 groups to test different messaging strategies.

How could this be accomplished?

- A. Use Automation Studio with a random split activity.
- B. Create a random data extension within Email Studio.
- C. Create a random data extension within Contact Builder.
- D. Use Journey Builder with a random split activity.

Answer: A

4.An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and NotSent, to ensure they are fulfilling a legal obligation due to the nature of their messages.

What method should be suggested in this scenario?

- A. Platform Events API
- B. Data View Export with every send
- C. Data Retrieves on the Send Object
- D. Event Notification Service

Answer: C

5.When joining a data extension in Contact Builder, in which scenario should a consultant mark the Use as Root checkbox?

- A. Supplemental data for an interaction in Journey Builder.
- B. Database of record other than All Subscribers.
- C. One-to- Many Relationship to the Contact Record.
- D. Data for both Email and MobileConnect sends.

Answer: B

