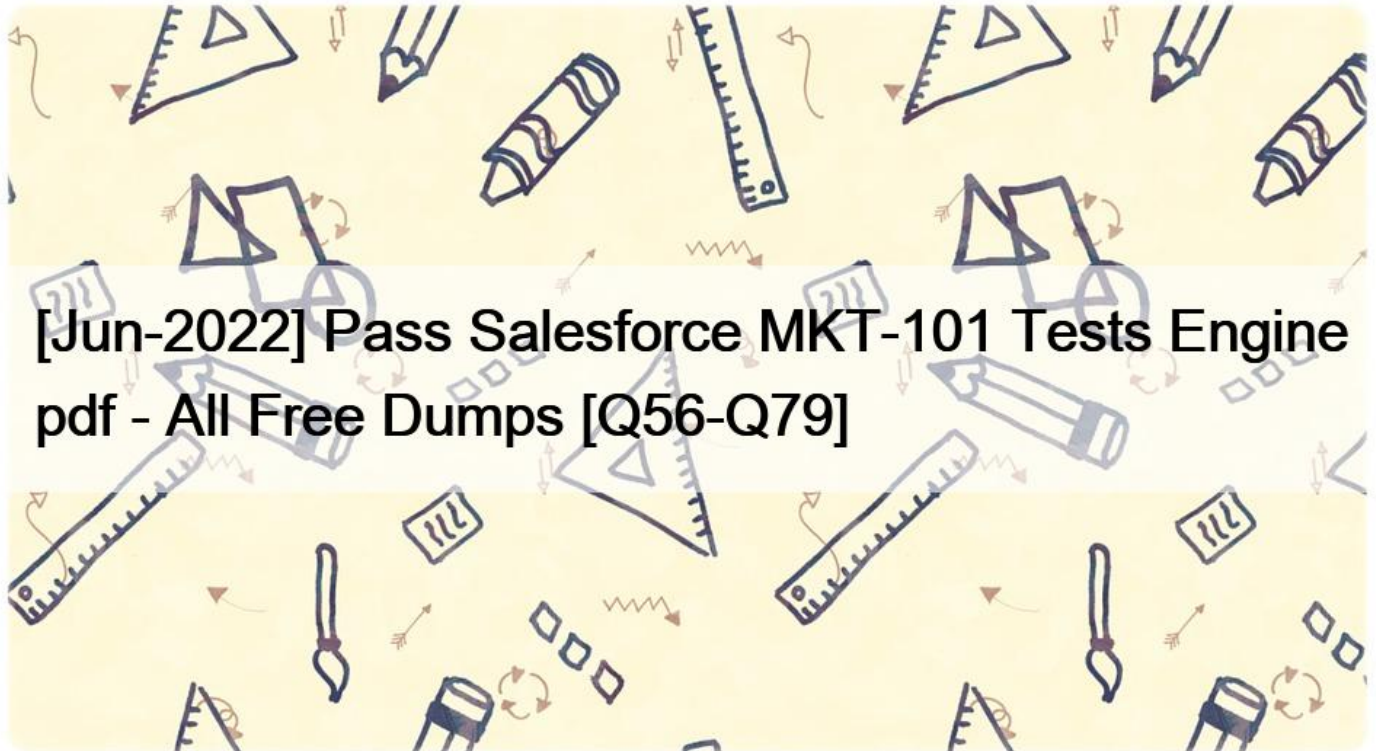


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Build and Analyze Customer Journeys using Marketing Cloud Practice Tests 2022 | Pass MKT-101 with confidence!

NO.56 Which actions are taken when a subscriber selects the "one-click unsubscribe" link at the footer of an email sent from a list?

- * The subscriber is automatically redirected to the subscription center to unsubscribe from publications
- * The subscriber is automatically unsubscribed from All Subscribers at the enterprise level
- * The subscriber is automatically unsubscribed from the business unit from which the send originated
- * The subscriber is automatically unsubscribed from the list from which the send originated

NO.57 Northern Trail Outfitters wants to control what content is available to certain users and business units. They also want to control what is allowed to be edited and ensure those edited are reviewed prior to being changed.

What should be implemented to achieve these goals?

- * Build out an internal business governance and process to support this.
- * Set up Approval Workflow and Share setting inside Marketing Cloud.
- * Integrate an outside CMS with all these permissions built in.
- * Edit the Content Permissions and Restrictions by Role setting for each user.

NO.58 A customer has several values that need to be used in the body of an email send.

- * The data would be stored in a reference data extension, related on SubscriberKey
- * There may be one or more records for each subscriber
- * The audience is generally over 1 million subscribers
- * The content is time sensitive and should be sent as quickly as possible
- * The customer is not using 'Catch and release'; sending
- * The reference data extension contains 25 columns

What method should be used

- * AMPScript a single LookupOrderRows function
- * Dynamic content via the Dynamic content wizard
- * Server side JavaScript a single LookupOrderedRows function
- * AMPScript a single lookup function

NO.59 NTO wants its emails to render uniquely between mobile and desktop devices. NTO would like the emails to be responsive.

Which two techniques should be used? Choose 2 answers

- * Include @media query CSS in the email
- * Use a Basic, Empty or Themed Template in Content Builder
- * Use inline CSS styling on all HTML elements
- * Include style='display:block'; on all images

NO.60 The customer has the following requirements for storing engagement data in their data warehouse:

- * All email open and click activity must be pulled daily from MC
- * Output files must meet the specific requirements for the data warehouse
- * All the activity must be provided via FTP in one file.

Which automation workflow meets the customer requirements?

- * Report activity that generates recent send summary report -> Report delivered directly to FTP
- * Query activity to pull data view information -> Extract activity of data extension -> Transfer activity
- * Extract activity of tracking extracts that combines data into required file -> Transfer activity
- * Extract activity of data view tables -> Query activity to create the required file -> Transfer activity

NO.61 A marketer plans to send a Commercial email.

Which two criteria should be met to ensure compliance with the CAN-SPAM Act? (Choose two.)

- * Include a phone number to call.
- * Include the mailing address of the sender.
- * Ensure an opt-out link is present.
- * State why the subscriber is receiving the email

NO.62 Northern Trail Outfitters (NTO) is launching a new subsidiary brand, Cloud Kicks, within the next six months. Cloud Kicks anticipates sending approximately 50,000 emails per month from a child business unit. NTO will execute a large campaign announcing and associating itself with Cloud Kicks as part of the brand kickoff and is comfortable sharing digital properties with

them. Cloud Kicks wants to utilize a custom sending domain, but deliverability is a primary concern.

What approach should be recommended?

- * A new Sender Authentication Package should be used for NTO.
- * A Private Domain should be applied to the parent business unit.
- * A Private Domain should be applied to the child business unit.
- * A Sender Authentication Package should be used for CloudKicks.

NO.63 Northern Trail Outfitters wants to display the current date in order emails.

What could they use to display the date in real-time?

- * Reference Content
- * AMPscript
- * Enhanced Dynamic Content
- * Live Content

NO.64 How are publication lists used in the Marketing Cloud?

- * To send communication to all subscribers, regardless of opt -in status.
- * To manage subscribers in guided and triggered email sends.
- * To build dynamic content rules by subscriber type.
- * To allow subscribers to opt-down/out instead of unsubscribing from all.

NO.65 Northern Trail outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations.

What solution will decrease manual workloads on the team and will improve their customers' experience?

- * A scheduled automation to send emails to customers who made a purchase daily
- * A triggered automation to send emails to customers who have made a purchase
- * A triggered message to send an email as soon as a customer completes a purchase
- * A user-initiated message to send an email to customers who made a purchase daily

NO.66 The Northern Trail Outfitters' (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send using the Send Preview functionality.

Which three items does Preview and Test check for in an email message? Choose 3 answers

- * Correct syntax is used on any AMPscript in the email's code.
- * Personalization strings map to attributes or data extension fields.
- * Grammar and spelling in the email text is correct.
- * Each content block specified in a dynamic content rule exists.
- * Words or phrases used may trigger spam filters.

NO.67 A customer needs to import data from an SFTP site. The customer wants to:

- * Segment the contents of the file and then send emails.
- * Transfer the file to the SFTP site at various times daily.
- * Send to data extensions.

What sequence of automation activities should meet these requirements?

- * Scheduled: Import File > SQL Query(s) > Send Email(s)
- * Scheduled: Transfer File > Import File > SQL Query(s) > Send Email(s)
- * File Drop: Import File > SQL Query(s) > Send Email(s)
- * File Drop: Import File > Group Refresh > Send Email(s)

NO.68 Northern Trail Outfitters (NTO):

- * Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.
- * Prefers not to use custom roles unless it is absolutely necessary.
- * Email Specialist resides in multiple business units.

Using best practices, how should a consultant create and assign roles for NTO?

- * Create a custom Email Specialist role with needed permissions and assign it to the Email Specialists.
- * Alter the roles of Content Creator and Data Manager by denying permissions and then assign the roles to the Email Specialists.
- * Check “Allow” automation permissions for the Content Creator Role and assign it to the Business Units.
- * Check “Allow” automation permissions for the Content Creator Role and assign it to the Email Specialists

NO.69 To fuel their expansion, Northern Trail Outfitters (NTO) recently acquired Eagle Outfitters (EO). There is currently a 30 percent overlap between the guests of each brand and they will be pursuing cross-marketing opportunities. It was recommended that their Marketing Cloud account now include a separate business unit for EO and the company secure a new sender authentication package for EO using the private domain e-EO.com.

Select the statement that correctly describes the implication of this recommendation.

Choose 2 answers

- * The IP address included in the sender authentication package will have the same reputation as the ones being used for NTO.
- * The EO business unit can also have the NTO authentication package applied simultaneously for cross-marketing emails.
- * The private domain, e-EO.com, will be used for all link wrapping, image URLs, and landing page URLs.
- * The e-EO.com domain will act as the from address for the emails and authenticate using SPF, SenderID, and DKIM authentication.
- * The email headers for EO will still reflect the private domain for NTO since that is the parent company.

NO.70 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)

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

NO.71 A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.

What should a consultant recommend to meet this criteria?

- * Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.
- * Create a Journey and use Salesforce Data and the Reports object as the Entry Source.
- * Sync all custom objects to Marketing Cloud and recreate the reports for sending.
- * Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.

NO.72 A customer would like to store financial data related to invoicing in its data extensions.

Which field type should be used?

- * Currency
- * Decimal
- * Number
- * Float

NO.73 A user receives a message stating that there is an error binding data bound member when testing an Entry Event in Journey Builder.

What can a user do to ensure that contacts enter this interaction successfully based on the error message?

Choose 2 answers

- * Select a source DE with a root relationship to the contact.
- * Make sure the contact is above the High Water Mark on the source data.
- * Import new subscribers to the All Subscribers table.
- * Fire the event in both Automation Studio and the Entry Event.

NO.74 A customer has an eCommerce site and Imports data into three data extensions daily; Orders, Order_Details, and Products; the data extension contains the following information:

- * Orders: OrderId, CustomerId, OrderNumber, OrderDate, OrderTotal, GrandTotal
- * Order_Details: ProductId, OrderId, Qty, UnitPrice, ExtendedPrice, Discount
- * Products: ProductId, SKU, Name, Description, Cost, Price

What two actions should be taken in Data Designer?

- * Create a one-to-one relationship between Orders and order_Details
- * Create a one-to-one relationship between the contact record and Order_Details
- * Create a one-to-one relationship between Order_Details and Products
- * Create a one-to-many relationship between Orders and Order_Details

NO.75 A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP.

Which activity is missing?

- * Fire Event
- * Import File
- * File Transfer

NO.76 A customer executes a large number of sends via Marketing Cloud connect and is concerned about API limits. What should

the consultant suggest to minimize the impact of Marketing Cloud Connect on daily API limits? Choose Two

- * Upgrade the MC account to ConnectedApp
- * Turn off link details tracking
- * Filter data
- * Turn off Individual Level Tracking

NO.77 Northern Train Outfitters wants to identify subscribers with something other than an email address. What value can be used to accommodate this?

- * Subscriber Key
- * Subscriber Attributes
- * Primary Key
- * System Preferences

NO.78 Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a ‘Loyalty Member’ Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

- * Create a scheduled Automation with a Query Activity and a Send Email Activity
- * Use Content Builder Send Flow to send the email to the Salesforce Campaign
- * Create a Journey with a Salesforce Campaign entry source and an Email Activity
- * Create a Journey with a Salesforce Data entry source and an Email Activity

NO.79 Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative’s campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site’s email sending.

What feature would be used to specify which IP address is used for retail vs. corporate?

- * Delivery Profile
- * Send Definition
- * Send Classification
- * Sender Profile

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