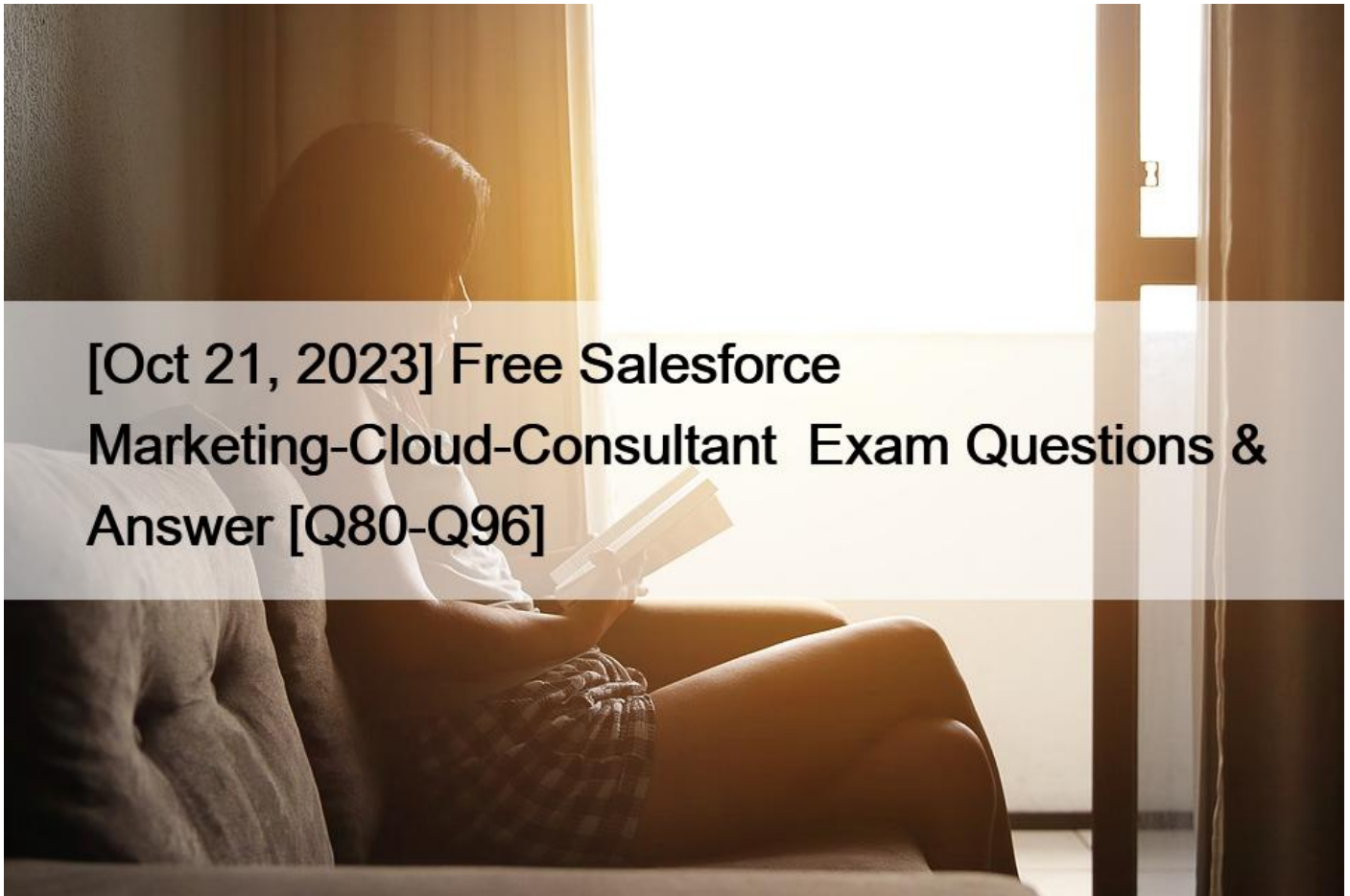


[Oct 21, 2023 Free Salesforce Marketing-Cloud-Consultant Exam Questions & Answer [Q80-Q96]



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Salesforce Marketing-Cloud-Consultant (Salesforce Certified Marketing Cloud Consultant) exam is designed for professionals who specialize in Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification is ideal for those who are responsible for planning, creating, executing, and managing marketing campaigns using Salesforce Marketing Cloud. Marketing-Cloud-Consultant exam measures the candidate's knowledge and skills in various areas such as email marketing, mobile marketing, social media advertising, and data management.

NO.80 Every day at 3 a.m., Northern Trail Outfitter's (NTO) data lake instance starts generating a file that contains all records that should be sent one email or another for the next day's marketing campaigns. The size of the file varies depending on the previous day's tracking activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends.

What end-to-end process should deliver this efficiently?

- * Scheduled Automation > File Transfer > Import > Series of Query Activities
- * Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
- * Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends
- * Triggered Automation > Import > Data Extension Extract > Marketing Journey

NO.81 A customer wants to import the previous 10 years of customer purchase data in their Marketing Cloud account. Through discovery, it is determined there are over 200 million records they plan to upload via the REST API, and this volume will continue to grow as the current purchase data is added.

Which two questions should be asked for further discovery?

Choose 2 answers

- * Does their License include support for REST APIs?
- * How many API calls are included in their License?
- * Does their License include the Large Data Extensions feature?
- * Why do they require 10 years of historical data in Marketing Cloud?

NO.82 A customer wants to send SMS messages as part of a Journey. They are concerned the messages will deploy when subscribers are asleep. If a subscriber qualifies to receive an SMS message as part of the journey between 1 a.m. and 6 a.m., the customer prefers the message to not be sent.

What solution should a consultant recommend to meet the criteria?

- * Run a SQL Query at 12:30 a.m. to create a suppression list.
- * Run an Import Definition at 12 a.m. to create a suppression list.
- * Create a Journey Goal to exit subscribers from the Journey.
- * Create and enable a BLOCKOUT window In MobileConnect.

Explanation

Creating and enabling a BLOCKOUT window in MobileConnect can be used to prevent SMS messages from being sent during certain hours of the day. A BLOCKOUT window is a time period during which no messages are sent or received by MobileConnect, regardless of when they were scheduled or triggered. References:

https://help.salesforce.com/articleView?id=sf.mc_moc_blockout_window.htm&type=5

NO.83 What are two possible outcomes when `multipart` is selected during the send process? Choose 2 answers

- * An auto-generated text version will be sent with your HTML email.
- * A custom text version will be sent with your HTML email.
- * The email will avoid detecting by various SPAM filters.
- * Open and click activity are tracked in either version.

NO.84 A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilized to make this happen?

- * Send Logging
- * Publication Lists
- * Profile Center
- * Subscriber Keys

NO.85 A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- * Emails will be built using a custom dynamic template for these messages.
- * Links will vary over time and across campaigns.
- * Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
- * Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

- * HTML
- * SSJS
- * AMPscript
- * SQL

AMPscript can simply and efficiently handle inline personalization or simple IF ELSE statements. Dynamic content is a set of predefined content elements that are displayed based on the value a specific recipient bears in a specific field / attribute AMPscript Lookup rows fetch dynamically content from a data extension based on the attribute that serves as the key value.

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- * SSJS
- * SQL
- * HTML

NO.87 Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications. Their app uses the Mobile Push SDK.

In which two ways should this segment be created?

- * Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.
- * Using Automation Studio, query the _MobilePushDemographics Data View and save this to a data extension.
- * Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
- * Using Contact Builder, create a Filter Data Extension from AB Contact where there is record in MobilePush Demographics.

Explanation

To target all customers who have registered to receive push notifications, Northern Trail Outfitters can use two ways to create this segment:

Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group. This is a user-friendly tool that allows marketers to segment their mobile push audience based on criteria and conditions without coding.

Using Automation Studio, query the _MobilePushDemographics Data View and save this to a data extension. This is a more advanced tool that allows marketers to segment their mobile push audience using SQL queries and data views.

Using Journey Builder or Contact Builder are not ways to create segments for mobile push audiences, as they are used for different purposes. References:

https://help.salesforce.com/s/articleView?id=sf.mc_moc_create_a_filtered_list.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_mobilepushdemographics.htm&type=5

NO.88 A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.

How should a consultant begin troubleshooting the connection?

- * Create and send an email in Email Studio to test the connection and validate tracking.
- * Validate Marketing Cloud and Sales Cloud users have access to the business unit.
- * Create new Marketing Cloud and Sales Cloud users and perform a new installation.
- * Validate Marketing Cloud and Sales Cloud permissions for the connecting users.

NO.89 A customer manually imports records for sending. Each record contains a warehouse ID that is shared between Marketing Cloud and a third-party system. The customer does not have developer resources, but wants to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber.

What should a consultant recommend?

- * Use personalization strings created by selecting the data extension.
- * Use AMPscript variables created from each field in the data extension.
- * Use Dynamic Content rules to select a content area for each subscriber.
- * Use Guide Template Language created for each field in the data extension.

NO.90 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.91 Northern Trail Outfitters's marketing team is new to Marketing Cloud and has very little coding experience.

They have employed a consultant to help them design an automated solution for maintaining an auto-suppression list.

Which solution should the consultant recommend?

- * Use Einstein Segment Recommendations
- * Use an import activity to import a file from the SFTP
- * Use a query activity to populate the auto-suppression
- * Use the Import Wizard in Automation Studio

Explanation

Using an import activity to import a file from the SFTP can be used to maintain an auto-suppression list. An import activity allows users to import data from a file on the Marketing Cloud FTP into a data extension or list. An auto-suppression list is a type of exclusion list that prevents subscribers from receiving certain types of messages based on criteria such as email address, subscriber key, or domain. References:

https://help.salesforce.com/s/articleView?id=sf.mc_as_import_file_activity.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_es_auto_suppression_lists.htm&type=5

NO.92 Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use?

- * Keyword opt in and SMS Messaging
- * Smart Capture and Triggered email messaging
- * CloudPages opt in to Event Journey
- * Existing Email Event Notification Subscription

NO.93 NTO wants to import files at certain standard times, but occasionally a file will be dropped on a Friday if the 30th of the month falls on a weekend.

What is the flow?

- * A user-initiated message to send an email to customers who made a purchase daily.
- * Triggered Import – user initiated send (not scheduled).
- * A scheduled automation to send emails to customers who made a purchase daily.

Explanation

If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex; a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation. Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file is encrypted.

NO.94 Northern Trail Outfitters has created child business units (BU) for their different regional offices. They want to limit subscriber records by BU, so users who are assigned to a BU can only view and send to Subscriber records in their region. A Profile Attribute named ‘Region’ associates a subscriber to a geographical region.

How could they ensure subscribers with a matching ‘Region’ Profile Attribute value are available in each BU?

- * Create a list in each BU and add subscribers with a matching Region to the list.
- * Create a measure for each corresponding ‘Region’ Profile Attribute and include the measure in a Filtered Data Extension for each BU.
- * Open the the Profile Attribute Properties for the Region’ Profile Attribute and select the ‘Filter Subscribers by Attribute’ option.
- * Select ‘Define Subscriber Filter’ for each BU on the BU Setup page and configure a condition to match the corresponding Profile Attribute.

NO.95 Northern Trail Outfitters (NTO) wants to use Marketing Cloud to .. customer feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in Service Cloud.

NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

- * Use Automation Studio to capture positive response and a Case Activity to create a new case in Service Cloud.
 - * Use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case Service Cloud.
 - * Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud
- Use an AppExchange package to create a new case in Service Cloud.

Use an ApExchange package to create a customized API integration between Marketing D. Cloud and Service Cloud

Explanation

To capture customer feedback via email and create a new case in Service Cloud if a customer indicates they are unhappy with the service they have received, Northern Trail Outfitters should use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud. An Engagement Split is an activity that allows marketers to route contacts based on their engagement with email messages, such as opens or clicks. A Case Activity is an activity that allows marketers to create cases in Service Cloud based on contact attributes or journey data. References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_engagement_split.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_jb_case_activity.htm&type=5

NO.96 Northern Trail Outfitters (NTO) stores customer purchase data in an external system. NTO ingests this data into Marketing Cloud through a file drop automation. The automation contains an import activity which overwrites a staging data extension, as well as an SQL Query activity which brings this data into a sendable data extension.

NTO's marketing manager wants to be informed if more than 1,000 records are ever imported through this automation, and would also like to prevent the sendable data extension from being updated that day.

Which solution is appropriate in this situation?

- * Split the existing activities into two separate automations.
- * Implement a Wait Activity to wait until the data extension is populated with records.
- * Place a Verification Activity between the import and SQL Query activity.
- * Write a custom SSJS script to
- * validate the row count of the staging data extension and send a notification email.

Explanation

By placing a Verification Activity between the import and SQL Query activities, you can check to see if more than 1,000 records have been imported from the external system. If the row count exceeds 1,000, the automation can be paused and a notification email can be sent. This will allow NTO's marketing manager to be informed if more than 1,000 records are imported, and will also prevent the sendable data extension from being updated that day. For further information, please refer to the following Salesforce documentation:

- * Automation Studio Overview: https://help.salesforce.com/articleView?id=mc_as_overview.htm&type=5
- * Automation Studio Activities: https://help.salesforce.com/articleView?id=mc_as_activities.htm&type=5
- * Verification Activity in Automation Studio: https://help.salesforce.com/articleView?id=mc_as_verification_activity.htm&type=5
- * Wait Activity in Automation Studio: https://help.salesforce.com/articleView?id=mc_as_wait_activity.htm&type=5

Salesforce Marketing-Cloud-Consultant certification exam is a great way to demonstrate your expertise in Marketing Cloud and increase your career opportunities. By passing Marketing-Cloud-Consultant exam, you can enhance your credibility as a Marketing Cloud professional and gain recognition from the Salesforce community. Additionally, the certification can help you stand out in the job market and increase your chances of getting hired or promoted. Salesforce Certified Marketing Cloud Consultant certification also provides access to a variety of resources and benefits, such as job listings, training, events, and networking opportunities.

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