

# Salesforce Marketing-Cloud-Consultant the latest certification exam training materials



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As you know the registration fee for the Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) certification exam is itself very high, varying between 100\$ and 1000\$. And after paying the registration fee for better preparation a candidate needs budget-friendly and reliable Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) pdf questions. That is why ExamTorrent has compiled the most reliable updated Salesforce Marketing-Cloud-Consultant Exam Questions with up to 1 year of free updates. The Salesforce Marketing-Cloud-Consultant practice test can be used right after being bought by the customer and they can avail of the benefits given in the Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) pdf questions.

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Salesforce Marketing-Cloud-Consultant Certification Exam is a rigorous exam that tests the skills and knowledge of a professional in Salesforce Marketing Cloud. It consists of 60 multiple-choice questions that need to be answered within 90 minutes. To pass the exam, a candidate needs to score a minimum of 68%.

## **Salesforce Certified Marketing Cloud Consultant Sample Questions (Q159-Q164):**

### **NEW QUESTION # 159**

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response?

Choose 2 answers

- A. Next keyword was not specified on the outbound message.
- B. Response contained "stop" in the message content.
- C. Responses are not sent within the Conversation Window.
- D. Responses are not sent within 24 hours of the outbound message.

**Answer: A,D**

#### **NEW QUESTION # 160**

Northern Trail Outfitters (NTO) imports a file daily into Marketing Cloud of customers who have bought a tent from their website. They want to set up month-long welcome Journey which sends emails specific to the purchase such as the type of tent, they average accessories for the tent, and care of the tent at different points throughout the Journey. NTO also reorganizes that due to their .. princes, they have had customers purchase more than one tent within a month.

What type of data should be used in the Decision Splits in their Journey to make sure the choices reflect the correct tent?

- A. Entry Data
- B. Contact Data
- C. Journey Data
- D. Salesforce Data

**Answer: A**

Explanation:

To make sure the decision splits reflect the correct tent for each customer, Northern Trail Outfitters should use Entry Data as the type of data in the decision splits. Entry Data is the data that is captured at the time of entry into a journey and remains static throughout the journey. Entry Data can include data from data extensions, Salesforce objects, or API events. Using Entry Data will ensure that the decision splits are based on the tent that each customer bought at the time of entry, and not affected by any subsequent purchases or data changes. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_entry\\_data.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_entry_data.htm&type=5)

#### **NEW QUESTION # 161**

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following:

- \* They currently have 3 million customers.
- \* They email customers twice a week with no known deliverability issues.
- \* Their contract includes one Sender Authentication Package (SAP).

What response articulates proper IP warming?

Choose 2 answers

- A. IP ramp-up can be accelerated by migrating to pre-warmed IP addresses.
- B. IP ramp-up is important to establish a positive sender reputation.
- C. IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers.
- D. IP ramp-up can be bypassed, given their historical lack of deliverability issues.

**Answer: B,C**

#### **NEW QUESTION # 162**

A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would like to pull data on which email addresses receive which emails.

What functionality could be used to accomplish this?

- A. Data Views
- B. Recent Email Send Report
- C. Tracking Extract
- D. Send Log

**Answer: D**

Explanation:

#Comprehensive and Detailed Explanation: A Send Log captures detailed send-time information such as which email was sent, to which address, and when. You can customize a Send Log to record additional fields like email address, subscriber key, campaign name, etc. This meets the requirement for tracking exactly which email address received which email.

#Why Other Options Are Incorrect:

- \* A: The Recent Email Send Report shows aggregate send information but doesn't track individual addresses dynamically.
- \* B: Data Views store general event tracking (open, click) but not direct customizable fields like Send Log does.
- \* D: Tracking Extracts provide bulk tracking data but are not customizable for specific needs like this.

Exact Extract: Salesforce Help: Send Logs Overview

"Send Logs record information about the subscribers you send messages to, and allow you to track what content was sent to each subscriber."

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### NEW QUESTION # 163

A customer is starting a new children's fashion brand and wants to use a dedicated business unit within their existing Enterprise 2.0 account. They anticipate many of their current Enterprise contacts will subscribe to the children's brand, however, they want to separate subscriber opt-outs of the Enterprise and children's brands. The customer has minimal technical resources available for implementation and support.

What should a consultant recommend to meet these criteria?

- A. Create a Business Unit Filter in 'All Subscribers' List to record unsubscribes
- **B. Select 'Subscribers will be unsubscribed from this business unit only' in Settings**
- C. Select 'Use separate 'Subscription Center' for this business unit' in Settings
- D. Create attributes for each child business unit in "Profile Management" to record unsubscribes

**Answer: B**

### NEW QUESTION # 164

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It is universally accepted that the exam is a tough nut to crack for the majority of candidates, but the related Marketing-Cloud-Consultant certification is of great significance for workers in this field so that many workers have to meet the challenge. Fortunately, you need not to worry about this sort of question any more, since you can find the best solution in this website--our Marketing-Cloud-Consultant Training Materials. With our continued investment in technology, people and facilities, the future of our company has never looked so bright. with our excellent Marketing-Cloud-Consultant exam questions, you will pass the Marketing-Cloud-Consultant exam successfully.

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