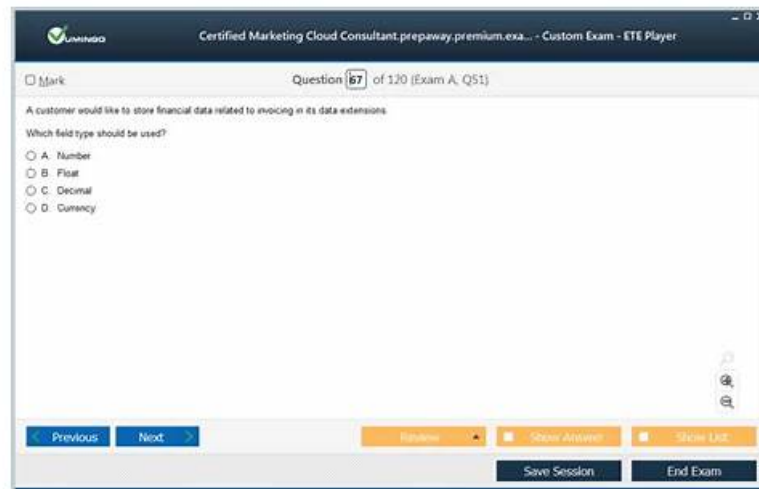# Latest Marketing-Cloud-Consultant Test Questions - Reliable Marketing-Cloud-Consultant Test Blueprint

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q46-Q51):

NEW QUESTION # 46
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 three 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 two.)

- A. IP ramp-up can be accelerated by migrating to pre-warmed IP addresses.
- B. IP ramp-up takes four to six weeks to be able to fully send to all three million customers.
- C. IP ramp-up can be bypassed, given their historical lack of deliverability issues.

- D. IP ramp-up is important to establish a positive sender reputation.

Answer: B,D

Explanation:
Explanation/Reference:

NEW QUESTION # 47
Northern Trail Outfitters wants to import their Sales Cloud data into Marketing Cloud to leverage it within Journey Builder. They have approximately 10 million customers and the data needs to be available with a delay of no more than 30 minutes. Only customers where the consent checkbox is selected in Sales Cloud should be imported, which represents approximately half of their customer database What should they implement?

- A. Synchronized Data Extensions with a filter
- B. Event Data from the Entry Event in Journey Builder
- C. All Subscribers, since these are synchronized in real time
- D. Import from Salesforce Report in Automation Studio

Answer: A

Explanation:
Synchronized data extensions are data extensions that are automatically populated with data from Sales Cloud objects using Marketing Cloud Connect. They can be configured with filters to limit the records that are imported based on criteria such as field values or record types. By using synchronized data extensions with a filter on the consent checkbox field, NTO can import their Sales Cloud data into Marketing Cloud and leverage it within Journey Builder. Synchronized data extensions can be refreshed as frequently as every 15 minutes, which meets the requirement of having no more than 30 minutes delay. References: https://help.salesforce.com/articleView?id=sf.mc_co_data_integration_synchronized_data_sources.htm&type=5h

NEW QUESTION # 48
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

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

Answer: A,B

NEW QUESTION # 49
A bank wants to send out a series of emails to new customers that open a checking or savings account. The emails will be used to educate and inform customers regarding their current account and other bank offerings.
Data for the campaign will be in two data extensions: Customer and New Accounts. The Customer data extension is currently used for multiple campaigns and is updated at 1:00 a.m. The New Accounts data is encrypted and will be placed on the FTP at 10:00 p.m.
Which automated workflow meets the customers' requirements?

- A. A scheduled automation that starts at 2:00 a.m. that executes File Transfer Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.
- B. A scheduled automation that starts at 12:00 a.m. and executes a File Transfer Activity, Import Activity, Query Activities, Wait Activity, and Send Email Activity.
- C. A triggered automation that executes File Transfer Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.
- D. A scheduled automation that starts at 2:00 a.m. that executes Data Extract Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.

Answer: A

Explanation:
Should start after 1:00 AM after data update. Since its encrypted so File transfer is required.

NEW QUESTION # 50

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

Answer: C

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 in encrypted.

NEW QUESTION # 51

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