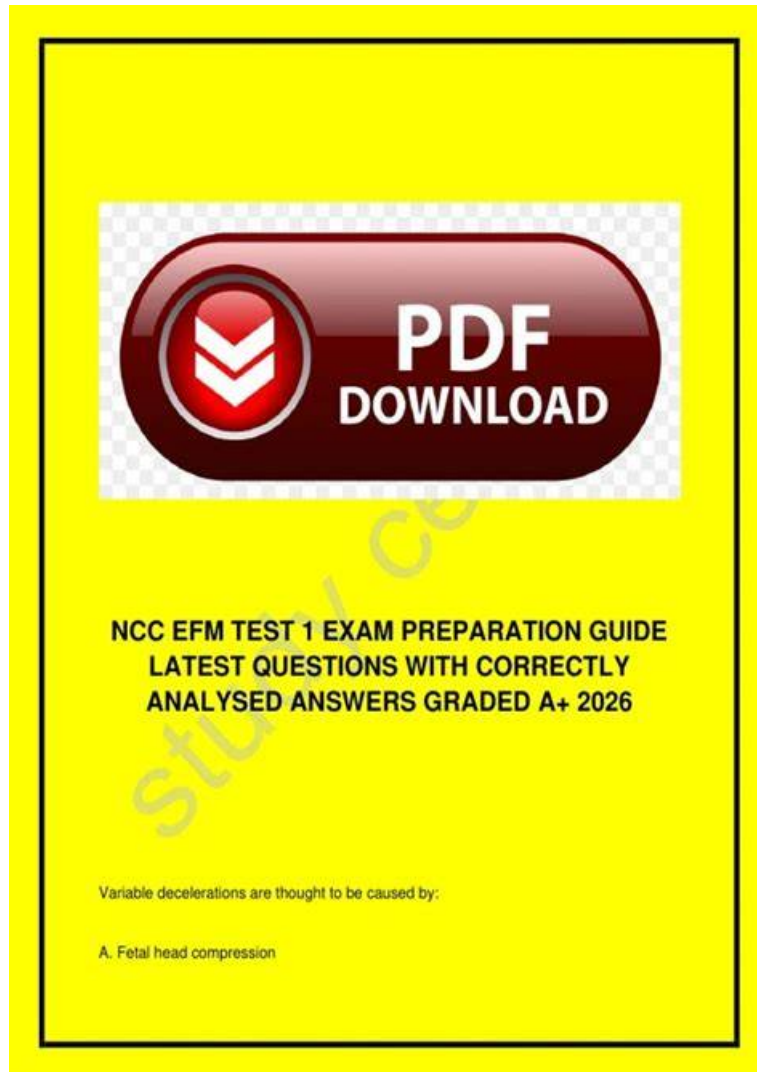


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Salesforce MC-Con-201 Exam Syllabus Topics:

Section	Weight	Objectives

Data Modeling, Identity Resolution & Segmentation	25%	- Consumption and entitlements • 1. Marketing automation consumption • 2. Platform usage optimization • 3. Data 360 consumption-based entitlements - CRM data ingestion and activation • 1. Audience segmentation and activation • 2. Actionable Lists • 3. Content personalization using CRM data • 4. CRM objects and records - Identity Resolution • 1. Linking multiple data sources • 2. Identity Resolution configuration • 3. Unified customer profiles - Data 360 data model • 1. Connecting and harmonizing customer data • 2. Customer data activation • 3. Data objects and Data Model Objects
Agentforce & AI Innovation	11%	- Predictive AI • 1. Selecting appropriate predictive AI features - Marketing agents • 1. Content generation • 2. Audience segmentation • 3. Automated campaign creation - Conversational messaging • 1. Ongoing interactions across messaging channels • 2. Response handling • 3. Customer engagement
Platform Setup & Governance	13%	- Marketing Cloud Next environment setup • 1. Core Org Edition requirements • 2. Permission sets • 3. Data 360 provisioning • 4. Marketing Data Kit installation - Business Units and governance • 1. Content and user governance • 2. Business Unit requirements • 3. Roles and Enhanced CMS Workspaces - Domain authentication and authorization • 1. Domain authorization • 2. Branded and authenticated email delivery • 3. Self-service domain authentication

Analytics & Performance Insights	8%	- Reporting and analytics • 1. Matching dashboards to reporting requirements • 2. Pre-built dashboards - Marketing data and insights • 1. Marketing performance insights • 2. Surfacing marketing data across Salesforce
Campaign Design, Flow Orchestration & Content	30%	- Personalization • 1. Repeaters • 2. AMPscript • 3. Handlebars • 4. Merge fields • 5. Content variations - Activation templates • 1. Activation template configuration • 2. Contact point value selection - Landing pages • 1. Landing page configuration • 2. Landing page components - Flow orchestration • 1. Automated business processes and messaging • 2. Flow elements and logic • 3. Flow configuration settings • 4. Trigger conditions • 5. Flow types - Personalized messaging data • 1. Selecting appropriate data sources • 2. Adding customer data to messaging content
Consent	13%	- Consent data model • 1. Consent preference records • 2. Platform consent objects - Consent management concepts • 1. Consent and compliance requirements • 2. Consent in customer engagement - Consent collection • 1. Consent banners on external pages • 2. Consent banners on marketing landing pages - Consent record management • 1. Managing and updating consent records • 2. Creating consent records

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Salesforce Certified Marketing Cloud Next Consultant Sample Questions (Q29-Q34):

NEW QUESTION # 29

Northern Trail Outfitters wants to configure its SMS channel so that when a customer replies to a promotional text with a custom question, the interaction is automatically handed off to an AI agent for ongoing support.

Which configuration should a Marketing Cloud Next Consultant implement to handle this inbound response?

- **A. Omni-Channel flow to route the inbound Messaging Session to the AI agent**
- B. Assignment rule on the Messaging Session object to route the session to the AI agent
- C. Record-triggered flow on the Messaging Session object to route the session to the AI agent

Answer: A

Explanation:

An Omni-Channel flow is the appropriate mechanism because inbound customer conversations on Salesforce messaging channels are represented by Messaging Sessions and must be routed through supported messaging- routing infrastructure. Salesforce documents that an inbound Omni-Channel flow can use the Route Work action with the Service Channel set to Messaging and the routing destination set to an Agentforce Service Agent. This provides the supported handoff from the messaging channel to the autonomous agent while preserving the conversation context.

A record-triggered flow is not the standard routing mechanism for assigning an active messaging conversation to an Agentforce Service Agent. Although record-triggered flows can automate changes to Salesforce records, they don't provide the specialized work-routing semantics required for messaging sessions. Assignment rules similarly aren't designed for conversational Omni-Channel routing.

Therefore, option A correctly implements the inbound routing architecture. The uploaded master bank also identifies A as the keyed response.

Study Guide Reference: Agentforce and AI Innovation # Conversational Marketing Fundamentals for Marketing Cloud Next # Agentforce messaging and channel orchestration.

NEW QUESTION # 30

A Marketing Cloud Next Consultant wants to automate a weekly promotional email to a targeted audience of high-value customers identified within Data 360.

Which flow type and configuration should the consultant select?

- **A. Build an audience flow using a Segment data source (the customer segment) and configure the flow to execute weekly.**
- B. Build a Data 360-triggered flow on the high-value customer data model object (DMO) and configure a Scheduled Path to execute weekly.
- C. Build a schedule-triggered flow configured to run weekly and use a Get Records element to query the high-value customer data model object (DMO).

Answer: A

Explanation:

An Audience Flow with Segment as the audience source is specifically designed for scheduled marketing communications to populations defined in Data 360. Salesforce states that an Audience Flow runs on a schedule and can use a Segment, List, Record, or Campaign as its audience source. When Segment is selected, the resulting flow targets members of a published Data 360 segment.

Because NTO already has a defined population of high-value customers, the consultant should use that segment rather than manually retrieving DMO records. The weekly schedule can then control campaign execution, while the segment determines membership based on current customer profile and behavioral attributes.

A generic schedule-triggered flow with Get Records bypasses the purpose-built Marketing Cloud Next segment-flow architecture.

A Data 360-triggered flow is intended primarily to react to Data 360 record changes, not to execute a recurring weekly campaign against an audience.

Salesforce also recommends ensuring that the underlying segment is published and considering its publication schedule before the flow runs. The uploaded source keys B.

Study Guide Reference: Campaign Design, Flow Orchestration and Content # Audience Flows # Segment Audience Source and Scheduling.

NEW QUESTION # 31

A car dealership manages both retail consumers (B2C) and business fleet customers (B2B). Customer data for each audience is ingested through separate data streams in a single data space and mapped to the Individual Data Model Object (DMO). The dealership wants to create separate identity resolution rulesets for B2B and B2C customers so that each audience can be unified independently for segmentation and activation.

Which approach should the Marketing Cloud Next Consultant recommend to ensure B2B and B2C customers are processed by separate identity resolution rulesets?

- **A. Configure filters on each identity resolution ruleset to separate B2B and B2C customer records.**
- B. Configure filters on the source Data Lake Objects (DLOs) to separate B2B and B2C customer records.
- C. Configure separate DMOs for B2B and B2C customers instead of mapping both to the Individual DMO.

Answer: A

NEW QUESTION # 32

Northern Trail Outfitters (NTO) is investigating reports that promotional emails are being delivered to individuals who have previously opted out earlier the same day. NTO discovers that customer consent preferences are updated daily using a batch data transform that writes directly to the Communication Subscription Consent data model object (DMO), causing customer complaints. Which action should the Marketing Cloud Next Consultant take to resolve it?

- A. Change the frequency of the batch data transform schedule to run hourly.
- **B. Configure a Create Consent action in a Data 360-triggered flow to update consent.**
- C. Use a streaming data transform to update consent in near real time.

Answer: B

Explanation:

The problem isn't merely the batch schedule; the implementation is using an unsupported consent-write path

. Salesforce's August 2026 Marketing Cloud Next guidance explicitly warns against using Data 360 batch transforms, streaming transformations, direct data-stream mappings, or bulk APIs to write directly into the Communication Subscription Consent DMO. Those methods can produce consent values that appear stored but aren't consistently honored by the messaging consent layer at send time.

The supported solution is to route the change through Create Consent/Consent Request . A Data 360- triggered flow can listen for the relevant change and invoke Create Consent, which updates the contact point's consent for the required channel and communication subscription through the supported consent service.

Therefore, changing a daily batch to hourly doesn't fix the architectural defect. Switching from batch to streaming transformation also doesn't make a direct DMO write supported.

The master bank correctly identifies B. Salesforce explicitly recommends reissuing incorrectly written consent through a Data 360-triggered flow calling Create Consent.

Study Guide Reference: Consent # Supported Consent Write Methods # Create Consent Action and Data 360-Triggered Flows.

NEW QUESTION # 33

Northern Trail Outfitters wants to build a promotional email. The email must display a personalized subject line based on the recipient's preferred language (stored as a field on the Contact), and show a dynamically repeated list of recommended products from a related custom data model object (DMO). The audience is a segment of Unified Individuals.

Which combination of personalization features should the Marketing Cloud Next Consultant configure?

- A. Use a content variation on the email for each language, and an AMPscript reading from a marketing object for the product list.

- B. Use a variation for the subject line, and a Repeater block linked to the Data Graph for the product list.
- C. Use a merge field from the Data Graph for the subject line, and a Repeater block linked to the Data Graph for the product list.

Answer: B

Explanation:

This requirement combines conditional content selection with one-to-many repeated data, so two different Marketing Cloud Next personalization capabilities are appropriate.

For the subject line, a variation can be associated with targeting rules based on the customer's preferred language. Each language can therefore receive the appropriate localized subject-line version, with a fallback variation available when no targeting condition matches.

For the recommended-product list, a Repeater is the correct component. Salesforce states that repeaters display a series of items such as products, order updates, events, or promotions. The repeater can connect to a Data Graph attribute containing related records, and nested components can use merge fields from each repeated item.

Option C would only be correct if the Data Graph itself contained the fully localized subject text to merge directly. The scenario instead says the Contact stores the preferred language, which is decision criteria-not necessarily the translated subject line itself.

Option B unnecessarily relies on AMPscript.

The uploaded source keys A. Salesforce documentation confirms both variation-based dynamic content and Data Graph-backed repeaters.

Study Guide Reference: Campaign Design, Flow Orchestration and Content # Dynamic Content # Variations, Targeting Rules, and Repeaters.

NEW QUESTION # 34

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