Newest Salesforce Marketing-Cloud-Consultant Practice Questions in PDF Format for Quick Preparation

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To become a Salesforce Certified Marketing Cloud Consultant, candidates must pass the Marketing-Cloud-Consultant Exam. Marketing-Cloud-Consultant exam measures the candidate's ability to design and implement Marketing Cloud solutions that meet specific business requirements. Marketing-Cloud-Consultant exam covers a broad range of topics, including email marketing, mobile messaging, social media, and advertising. It also tests the candidate's knowledge of Marketing Cloud tools such as Journey Builder, Email Studio, Mobile Studio, and Advertising Studio.

>> Test Marketing-Cloud-Consultant Sample Questions <<

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Marketing-Cloud-Consultant practice test material is in line with the content of the actual Salesforce Marketing-Cloud-Consultant certification test. Before buying Marketing-Cloud-Consultant exam dumps, you can test its features with a free demo. If you get help from updated Marketing-Cloud-Consultant questions, you can easily clear the Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) test in one go. After receiving input from thousands of professionals worldwide, Pass4sures has developed its Marketing-Cloud-Consultant exam study material. After making a payment, clients will get up to three months of free Salesforce Marketing-Cloud-Consultant exam questions updates as well.

To become a Salesforce Certified Marketing Cloud Consultant, candidates must pass a 60-question multiple-choice exam. Marketing-Cloud-Consultant Exam covers a wide range of topics, including email best practices, data management, segmentation, and reporting. Candidates are given 105 minutes to complete the exam, and a passing score of 68% or higher is required to earn the certification.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q87-Q92):

NEW QUESTION # 87
Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud.
They want to ensure commercial emails are not sent to email addresses who have previously opted-out.
Which feature should they use?

- A. Exclusion List

- B. Auto-suppression List
- C. Suppression List
- D. Exclusion Script

Answer: B

Explanation:
An auto-suppression list is a list of subscribers who should not receive any commercial emails from a sender.
It can be applied to all sends or specific sends based on sender profile or delivery profile. It is useful for complying with legal or contractual obligations to avoid sending to certain email addresses.References:https://help.salesforce.com/articleView?id=sf.mc_es_auto_suppression_lists.htm&type=5

NEW QUESTION # 88

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.
The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud. What solution should be recommended for execution efficiency?

- A. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- B. Use Automation Studio to prepare personalization data and initiate journey.
- C. Use Automation Studio and Salesforce sends with campaign as an audience.
- D. Use send from Salesforce CRM and Salesforce report to prepare personalization data.

Answer: B

NEW QUESTION # 89

By which three standard methods could contacts be injected into a journey? (Choose three.)

- A. Predictive Intelligence Event
- B. Sales / Service Cloud Event
- C. CloudPages Form Submit Event
- D. Mobile Response Event
- E. Date-Based Event

Answer: B,C,E

NEW QUESTION # 90

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?

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

Answer: C

NEW QUESTION # 91

A customer wants to create a mobile app that requires users to log in or register before accessing their data.
Their source of truth Is Sales Cloud which Is connected to Marketing Cloud. Users who log In with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a

ContactKey for up to 24 hours.
What consideration should a consultant provide to the customer?

- A. All mobile app users will create additional Contacts in Marketing Cloud.
- B. User device data is unavailable in Contact Builder for up to 48 hours.
- C. Existing users will create additional Contacts in Marketing Cloud.
- D. Newly registered users will create additional Contacts in Marketing Cloud.

Answer: D

Explanation:
A contact is a person who interacts with a brand across one or more channels, such as email, mobile, web, etc.
A contact is identified by a contact key, which is usually the same as the subscriber key in Marketing Cloud or the contact or lead ID in Sales Cloud. When users register with the mobile app, they will create new contacts in Marketing Cloud with their device IDs as contact keys. However, these contacts will not be associated with their contact keys in Sales Cloud until they are synchronized through Marketing Cloud Connect, which can take up to 24 hours. Therefore, newly registered users will create additional contacts in Marketing Cloud until they are matched with their existing contacts in Sales Cloud. References:
https://help.salesforce.com/articleView?id=sf.mc_co_what_is_a_contact.htm&type=5https://help.salesforce.com

NEW QUESTION # 92
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