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We can calculate that Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) certification exam is the best way by which you can learn new applications, and tools and mark your name in the list of best employees in your company. You don't have to be dependent on anyone to support you in your professional life, but you have to prepare for GuideTorrent real Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) exam questions.

Salesforce Marketing-Cloud-Consultant Exam consists of 60 multiple-choice questions that must be answered within 90 minutes. To pass the exam, candidates must score at least 68%. Marketing-Cloud-Consultant exam covers various topics such as Marketing Cloud data management, email message design and delivery, audience management, advertising and social media marketing, and reporting and analytics. Marketing-Cloud-Consultant exam is available in several languages, including English, Japanese, and Spanish.

Preparing for the Marketing-Cloud-Consultant Exam requires a combination of experience with the platform and dedicated study. Salesforce provides a range of resources to help candidates prepare for the exam, including study guides, online training courses, and practice exams. Candidates should also have practical experience with Marketing Cloud, as the exam tests not only theoretical knowledge but also practical skills.

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Salesforce Certified Marketing Cloud Consultant exam is designed to test the knowledge and expertise of professionals who work with the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Consultant certification is highly valued in the industry as it validates the skills and abilities of individuals to design, implement, and manage marketing campaigns using the Marketing Cloud platform.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q19-Q24):

NEW QUESTION # 19

Northern Trail Outfitters wants to query Marketing Cloud for send data across SMS, Push, and email. What would a consultant recommend?

- A. Send Logs
- B. Contact History
- C. Tracking Extracts
- **D. _Send Data Views**

Answer: D

NEW QUESTION # 20

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

Answer: B

NEW QUESTION # 21

A customer wants to perform an email send to a subset of a Synchronized Data Extension referencing Sales Cloud custom object data and return tracking to Sales Cloud.

What approaches should the consultant recommend? (Choose two.)

- A. Use Data Filters to segment data to output a Sendable Data Extension.
- **B. Use SQL Query Activities to output a Sendable Salesforce Data Extension.**
- C. Use SQL Query Activities to create a Sendable Synchronized Data Extension.
- **D. Use Synchronized Data Sources to sync Sales Cloud objects to Marketing Cloud.**

Answer: B,D

NEW QUESTION # 22

Northern Trail Outfitters wants to export a data file to its SFTP using Automation Studio. The file should contain all subscribers who did not receive their intended email in the last 24 hours. The automation will be scheduled to run each day.

Which activity is required in the automation?

- A. SendLog Extract
- B. Report Definition Activity
- **C. Data Extract Activity**
- D. SQL Query Activity

Answer: C

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is C - Data Extract Activity.

* Specifically, a Tracking Extract (a type of Data Extract) can pull all Not Sent events within the past 24 hours.

* After extracting, the data can be moved to SFTP via a File Transfer Activity.

#Why others are wrong:

* A: Report Definition Activity runs standard reports - it doesn't create extract files for automation.

* B: SendLog Extract extracts SendLog DEs, not Not Sent tracking events.

* D: SQL Query Activity manipulates DE data but doesn't extract system event data directly.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Data Extract Activity Overview:

"Data Extract Activities allow you to retrieve tracking event data such as Sends, Deliveries, Bounces, Not Sent, Opens, Clicks, etc. Use a Tracking Extract type to pull these events into a file for export." (Source:https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm)

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NEW QUESTION # 23

Northern Trail Outfitter wants to integrate Marketing Cloud with its existing point-of-sale system in order to email purchase receipts to its customers. The point-of-sale data will need to be transformed to be received by the Marketing Cloud triggered send API. What extension product should be used to accomplish this integration?

- A. Data Studio
- B. Datorama
- C. MuleSoft Anypoint Platform
- D. Data Connector

Answer: C

Explanation:

Explanation

To integrate Marketing Cloud with their existing point-of-sale system in order to email purchase receipts to their customers, Northern Trail Outfitters should use MuleSoft Anypoint Platform. MuleSoft Anypoint Platform is a tool that allows marketers to connect and integrate different systems and applications using APIs and connectors. MuleSoft Anypoint Platform can help transform and map data between different formats and protocols, such as JSON and SOAP. References: <https://www.mulesoft.com/platform/anypoint-platform>

NEW QUESTION # 24

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