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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q108-Q113):

NEW QUESTION # 108

Northern Trail Outfitters is sending Salesforce Triggered Sends using Marketing Cloud Connect. The sends have a status of failed. What should the consultant do to diagnose the issue?

- A. Change the connection option to Scope by User.
- B. Ensure the System User is assigned the Standard User Profile.

- C. Review Apex Jobs within Set Up in Sales Cloud.
- D. Manually clear the OAuth token to refresh the connection.

Answer: B

Explanation:

To diagnose the issue of failed Salesforce Triggered Sends, the consultant should ensure the System User is assigned the Standard User Profile. The System User is a user account that Marketing Cloud Connect uses to communicate with Sales Cloud. The System User needs to have the Standard User Profile or a custom profile with similar permissions to enable Salesforce Triggered Sends.

References: <https://help.salesforce.com/s>

/articleView?id=sf.mc_co_troubleshoot_marketing_cloud_connect_configuration_issues.htm&type=5

NEW QUESTION # 109

A Marketing Cloud user needs the email addresses of everyone who unsubscribed from a particular email send. This user does NOT know SQL and does NOT have access to the Enhanced FTP account.

What functionality should be used to retrieve the necessary data?

- A. My Reports
- **B. My Tracking**
- C. Data Views
- D. Tracking Extract

Answer: B

Explanation:

With my Tracking user can create a list, view in browser or download as an attachment with the subscribers meeting the criteria

NEW QUESTION # 110

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 .. prices, 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. Contact Data
- **B. Entry Data**
- C. Salesforce Data
- D. Journey Data

Answer: B

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

NEW QUESTION # 111

A consultant wants to trigger an email whenever the status field on the Lead Object changes to Hot, Tracking data will need to be kept in the sales cloud.

Which three steps should the consultant use in the solution

- **A. Enable triggered sends on the Lead object in configuration**
- B. Put a SOAP API in place via the marketing cloud API
- **C. Create the triggered send definition in the marketing cloud**
- **D. Write an Apex Trigger on the Lead object**

Answer: A,C,D

NEW QUESTION # 112

A restaurant supply company captures email subscribers and leads through trade shows. This has always been a manual process with booth visitors leaving contact information in a fishbowl. The restaurant supply company is updating their process to an online sweepstakes entry that allows entrants to confirm opt-in for a monthly newsletter.

Which two components are appropriate for this solution? Choose 2 answers

- A. CloudPage with Web Collect to add entrants in to a data extension
- B. Data extension with double opt-in status defined
- C. CloudPage with Smart Capture to add entrants in to a data extension
- D. Send Email Activity with a link to a subscription center

Answer: B,C

NEW QUESTION # 113

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