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Salesforce Marketing-Cloud-Consultant Exam is a comprehensive exam designed to test a candidate's knowledge of the Salesforce Marketing Cloud platform. It covers a broad range of topics related to email marketing, mobile marketing, social media marketing, advertising, analytics, and data management. Passing Marketing-Cloud-Consultant exam is essential for those who want to become Salesforce Certified Marketing Cloud Consultants and advance their careers in this field.

To pass the Salesforce Marketing-Cloud-Consultant Certification Exam, candidates must demonstrate their proficiency in various technical and functional aspects of Salesforce Marketing Cloud. This includes knowledge of the platform's features and capabilities, understanding of industry best practices, ability to design and execute effective marketing campaigns, and proficiency in data management and analysis. Individuals who earn this certification are recognized as experts in Salesforce Marketing Cloud and are well-positioned to advance their careers in marketing and technology.

Earning the Salesforce Certified Marketing Cloud Consultant certification is a valuable asset for professionals looking to advance their careers in digital marketing. Salesforce Certified Marketing Cloud Consultant certification demonstrates a deep understanding of the Salesforce Marketing Cloud platform and its various tools and features. It also validates the candidate's ability to create effective marketing campaigns, analyze data, and drive business growth through targeted marketing efforts. With this certification, professionals can differentiate themselves in a competitive job market and demonstrate their expertise to potential employers.

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q79-Q84):

NEW QUESTION # 79

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

Answer: C

NEW QUESTION # 80

Northern Trail Outfitters is migrating from a legacy emailing tool to Marketing Cloud. As part of the migration, they have to go through a security review. Their data privacy team has made it clear that the data in the sandbox should never be mixed with data in production during testing cycles.

What recommendation would a consultant provide on the architecture to fulfill this requirement?

- A. Ensure test sends are done from data extensions with attribute 'Is Testing'.
- B. Create one or more additional business units for testing.
- C. Use Subscriber Filter per business unit to filter production from test data.
- D. **Implement two separate Marketing Cloud instances.**

Answer: D

Explanation:

To fulfill the requirement that the data in the sandbox should never be mixed with data in production during testing cycles, Northern Trail Outfitters should implement two separate Marketing Cloud instances. A Marketing Cloud instance is an independent environment that contains its own data, configuration, and functionality. Having two separate instances for sandbox and production will ensure data isolation and security during testing cycles. References: https://help.salesforce.com/s/articleView?id=sf.mc_overview_marketing_cloud_instances.htm

NEW QUESTION # 81

During discovery a consultant confirmed:

*A master audience file containing contact information and data points will be used for segmentation and imported nightly.

*The customer would like to implement a mechanism that consistently prevents sending promotional emails to subscribers who work for their top three competitors.

What feature should a consultant include in the solution?

- A. **An exclusion list**
- B. A global unsubscribe
- C. An auto-exclusion list
- D. An auto-suppression list

Answer: A

NEW QUESTION # 82

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Member Record
- B. Contact ID

- C. Data Extensions
- **D. Subscriber Key**

Answer: D

NEW QUESTION # 83

Northern Trail Outfitters is expanding globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. They want to do this as efficiently as possible and are anticipating growth into other locales in the near future.

Which two options could be recommended? (Choose 2 answers)

- **A. Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails.**
- **B. Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.**
- C. Leverage Content Builder to create email templates for each language and populate the templates via the UI.
- D. Leverage personalization strings within the email template to pull in language-specific content.

Answer: A,B

NEW QUESTION # 84

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