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Salesforce Marketing-Cloud-Consultant Certification Exam is an excellent certification that validates the expertise of a professional in the field of Salesforce Marketing Cloud. It is a globally recognized certification that showcases the skills and knowledge of an individual in designing, executing, and managing marketing campaigns using Salesforce Marketing Cloud.

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q46-Q51):

NEW QUESTION # 46
A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys. Which two Marketing Cloud features will support this effort?
Choose 2 answers

- A. Cloud Pages
- B. Data Designer
- C. Web Analytics Connector
- D. Content Builder

Answer: C,D

NEW QUESTION # 47
Northern Trail Outfitters (NTO) recently launched a new loyalty program. NTO wants to offer a signup bonus to subscribers who

have made purchases in the last 6 months but are yet to become loyalty members.
Which integration should allow NTO to select an audience of these subscribers?

- A. Behavioral Triggers
- B. Advertising Studio
- C. Marketing Cloud Customer Data Platform
- D. Contact Builder Attribute Groups

Answer: D

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is D - Contact Builder Attribute Groups.
* Contact Builder Attribute Groups allow you to combine multiple Data Extensions (e.g., purchases and loyalty membership) into one relational view.
* Then you can easily query and filter based on conditions like "purchase date in last 6 months AND not a loyalty member."
#Why others are wrong:
* A: Behavioral Triggers are related to real-time actions like website behavior, not cross-data queries.
* B: Advertising Studio is for paid advertising, not internal audience segmentation.
* C: Customer Data Platform (CDP) would be overkill unless NTO had an enterprise-wide CDP already (which isn't mentioned).
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Contact Builder Attribute Groups Overview:
"Use Attribute Groups to define and model relationships between data extensions and organize contact attributes to create targeted audiences." (Source:https://help.salesforce.com/s/articleView?id=sf.mc_cb_attribute_groups.htm)
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NEW QUESTION # 48
Northern Trail Outfitters and its subsidiaries use Sales Cloud and marketing Cloud to send customers frequent email communications of new products and updates on their portfolios. They have noticed the messages and branding being sent varies greatly and would like to create a better customer experience.
What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

- A. Marketing Cloud Connect
- B. Einstein Content Selection
- C. Distributed Sending
- D. Distributed Marketing

Answer: D

Explanation:
Explanation
To unify the messaging and branding of communications while still allowing personalization and timing of campaigns, Northern Trail Outfitters and its subsidiaries should use Distributed Marketing. Distributed Marketing is a tool that allows marketers to create consistent and compliant messages in Marketing Cloud and distribute them to Sales Cloud or Service Cloud users for sending. Distributed Marketing allows Sales Cloud or Service Cloud users to personalize and schedule messages based on their customer interactions and preferences. References:
https://help.salesforce.com/s/articleView?id=sf.mc_dm_distributed_marketing.htm&type=5

NEW QUESTION # 49
Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email.
Which personalization string should they include as the href attribute in the link?

- A. %%view_as_webpage%%
- B. %%vawp%%
- C. %%view_email_url%%
- D. %%view_online%%

Answer: C

Explanation:
Explanation
This personalization string is used to direct a subscriber to a web version of the email, allowing them to view the email online even if their email client does not support HTML. For more information on personalization strings, please see the documentation here: https://help.salesforce.com/articleView?id=mc_es_personalization_strings.htm&type=5.

NEW QUESTION # 50
A user in Marketing Cloud needs to send an email to a Salesforce Report via a Guided Send process.
How should the consultant meet this requirement?

- A. Assign the integrated user the Marketing Cloud AppExchange User permission set in Sales Cloud.
- B. Create a Salesforce Data Extension for the user to select during a Guided Send.
- C. Create data validation rules for the integrated user in Sales Cloud.
- D. Add custom links to the page layouts in Marketing Cloud.

Answer: B

NEW QUESTION # 51
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