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# Marketing-Cloud-Consultant試験の準備方法 | 信頼できる Marketing-Cloud-Consultant基礎問題集試験 | 効率的な Salesforce Certified Marketing Cloud Consultant問題サンプル

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Salesforce Marketing-Cloud-Consultant Certification Examは、電子メールマーケティング、モバイルマーケティング、ソーシャルメディアマーケティング、広告、データ管理、分析など、幅広いトピックを対象としています。候補者は、マーケティングオートメーションソリューションを設計および実装し、キャンペーンを構成および管理し、顧客の旅を最適化し、高度な分析を実行する能力についてテストされます。この試験では、業界のベストプラクティス、コンプライアンス規制、およびSalesforce Marketing Cloud Platformの完全な機能を活用する方法に関する候補者の理解も評価しています。この認定試験に合格することは、Salesforce Marketing Cloudにおける候補者の専門知識の証であり、マーケティングオートメーションの分野でのキャリアの見通しを高めることができます。

Salesforce Marketing-Cloud-Consultant (Salesforce Certified Marketing Cloud Consultant) 認定試験は、Salesforce Marketing Cloudの専門知識を証明したいプロフェッショナル向けに設計されています。この認定試験は、Salesforce Marketing Cloudを使用してマーケティング自動化ソリューションを設計および実装するために必要な知識とスキルを評価します。Salesforce Marketing Cloudを使用してカスタマーエンゲージメント戦略を推進し、ROIを最大化する責任を持つ個人を対象としています。

## Salesforce Certified Marketing Cloud Consultant 認定 Marketing-Cloud-Consultant 試験問題 (Q116-Q121):

### 質問 # 116

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

正解: C

解説:

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](https://help.salesforce.com/s/articleView?id=sf.mc_dm_distributed_marketing.htm&type)

### 質問 # 117

Northern Trail Outfitters recently upgraded their preference center to allow customers to indicate which products they are interested in and to have the ability to opt up and down in send volume. They would like to configure the Delivery Options in a Journey Builder Email Activity to take these new data points into account.

Which two options could allow them to meet the requirement?

Choose 2 answers

- A. Auto-Suppression List

- B. Suppression List
- C. Domain Exclusion
- D. Publication List

正解: A、D

解説:

Explanation

Publication List and Auto-Suppression List can be used to control what content is available to certain users and business units based on their preferences and send volume. A Publication List allows subscribers to opt in or out of different types of communications, while an Auto-Suppression List automatically excludes subscribers from receiving certain messages based on criteria such as frequency or content category.

References: [https://help.salesforce.com/articleView?id=sf.mc\\_es\\_publication\\_lists.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_es_publication_lists.htm&type=5)

[https://help.salesforce.com/articleView?id=sf.mc\\_es\\_auto\\_suppression\\_lists.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_es_auto_suppression_lists.htm&type=5)

#### 質問 # 118

A customer executes a large number of sends via Marketing Cloud Connect and is concerned about API Limits.

What should the consultant suggest to minimise the impact of Marketing Cloud Connect on daily API limits? Choose 2

- A. Share Sales Cloud user licenses across Marketing Cloud users
- B. Upgrade the Marketing Cloud Account to ConnectedApp Authentication
- C. Filter target audiences based on mapped profile attributes to reduce Bulk API calls
- D. Use Data Stream to sync object data into a Data Extension in the Marketing Cloud

正解: A、C

#### 質問 # 119

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign. What hierarchy should be recommended?

- A. A parent business unit for each franchise owner
- B. One parent business unit and a child business unit for each franchise owners
- C. One parent business unit and a child business unit for franchise owners.
- D. One business unit.

正解: B

解説:

A parent business unit is the top-level business unit in an account hierarchy that can share data, content, and settings with its child business units. A child business unit is a lower-level business unit that inherits data, content, and settings from its parent business unit but can also have its own data, content, and settings. By creating a parent business unit for the corporate office and a child business unit for each franchise owner, the customer can achieve data and content sharing as well as customization and segmentation for each local store. References: [https://help.salesforce.com/articleView?id=sf.mc\\_overview\\_business\\_units.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_overview_business_units.htm&type=5)

#### 質問 # 120

ABC Company is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement? (Choose two.)

- A. Marketing Cloud Channel Manager
- B. Marketing Cloud Regional or Local Administrator
- C. Marketing Cloud Administrator
- D. Marketing Cloud Email Marketing Manager

正解: A、C

解説:

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