Salesforce Marketing-Cloud-Consultant Testking Exam Questions & Minimum Marketing-Cloud-Consultant Pass Score

The above formats of ExamBoosts are made to help customers prepare as per their unique styles and crack the Marketing-Cloud-Consultant exam certification on the very first attempt. Our Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) questions product is getting updated regularly as per the original Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) practice test's content. So that customers can prepare according to the latest Marketing-Cloud-Consultant exam content and pass it with ease.

Passing the Salesforce Marketing-Cloud-Consultant certification exam demonstrates that a candidate has the skills and knowledge to help organizations drive revenue growth and achieve marketing goals using the Salesforce Marketing Cloud platform. It also enables them to differentiate themselves in a competitive job market and opens up new career opportunities. Whether you are a marketing professional looking to enhance your skills or an organization seeking to hire a certified marketing cloud consultant, the Salesforce Marketing-Cloud-Consultant certification is a valuable asset.

Salesforce Marketing-Cloud-Consultant Exam is a certification exam offered by Salesforce for professionals who want to demonstrate their expertise in Marketing Cloud. Marketing-Cloud-Consultant exam is designed to test the candidate's ability to plan, build, and implement marketing campaigns using Salesforce Marketing Cloud. Candidates who pass Marketing-Cloud-Consultant exam earn the Salesforce Certified Marketing Cloud Consultant credential, which is recognized as a mark of excellence in the industry.

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Quiz Salesforce - Marketing-Cloud-Consultant - High Pass-Rate Salesforce Certified Marketing Cloud Consultant Testking Exam Questions

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q148-Q153):

NEW QUESTION # 148
A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.
Which feature should be utilized to make this happen?

- A. Profile Center
- B. Subscriber Keys
- C. Send Logging
- D. Publication Lists

Answer: D

NEW QUESTION # 149
Northern Trail Outfitters is sending to an audience of over one million subscribers. They will use 10 different personalized fields in the email which reside in multiple data extensions. The goal is a timely email send from start to finish as it contains a limited quantity, first come-first served, special offer.
How should they accomplish this task?

- A. Create and send to a sendable data extension containing those needed fields using a query activity.
- B. Create and populate profile attributes for each of the 10 data extension fields and schedule a send with high priority.
- C. Enable Send Throttling on high to ensure the speed Is increased to process the email as fast as possible.
- D. Use the Lookup AMPscript function in the email to pull the fields from the data extensions for each subscriber.

Answer: D

NEW QUESTION # 150
A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.
How should a consultant begin troubleshooting the connection?

- A. Create and send an email in Email Studio to test the connection and validate tracking.
- B. Create new Marketing Cloud and Sales Cloud users and perform a new installation.
- C. Validate Marketing Cloud and Sales Cloud permissions for the connecting users.
- D. Validate Marketing Cloud and Sales Cloud users have access to the business unit.

Answer: C

Explanation:
The most common cause for not seeing or syncing Sales Cloud objects in Contact Builder after a successful connection is incorrect permission settings. Both the Salesforce CRM user and the Marketing Cloud API User must have specific permissions (like API Enabled, Modify All Data, View All Data, and Marketing Cloud Connected App permissions).
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Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Marketing Cloud Connect User Permissions
"Ensure that the Salesforce user and Marketing Cloud API user have the correct permissions to sync data objects and access CRM data from Contact Builder." Source: Marketing Cloud Connect Implementation Guide
"Proper object permissions and field-level access are required for synchronized CRM objects to appear in Contact Builder."
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NEW QUESTION # 151

Northern Trail Outfitters has master data extension of 880,000 subscribers they want to randomly split into 11 groups to test different messaging strategies.

How could this be accomplished?

- A. Create a random data extension within Contact Builder.
- B. Create a random data extension within Email Studio.
- C. Use Journey Builder with a random split activity.
- D. Use Automation Studio with a random split activity.

Answer: D

Explanation:
Explanation
A random split activity is an automation studio activity that randomly splits a data extension into multiple groups based on percentage or number of records. It can be used to create test groups for different messaging strategies or to segment a large audience into smaller batches for sending. It can handle up to 12 groups and up to 50 million records per group. References: https://help.salesforce.com/articleView?id=sf.mc_as_random_split_activity.htm&type=5

NEW QUESTION # 152

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

Answer: B

NEW QUESTION # 153

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