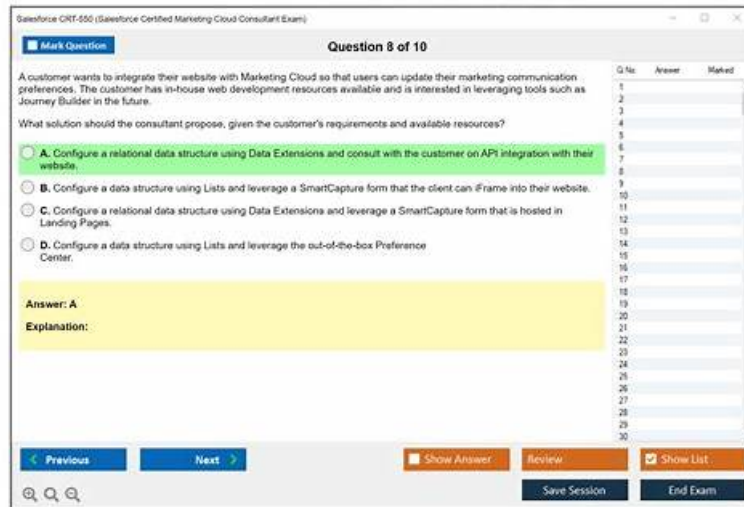


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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q159-Q164):

NEW QUESTION # 159

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take to create Send Classifications? Choose 2 answers

- A. Define a Sender Profile
- B. Define custom Reply Mail Management
- C. Define a Subscriber-specific From Name

- D. Define a Delivery Profile

Answer: A,D

NEW QUESTION # 160

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. Add custom links to the page layouts in Marketing Cloud
- D. Create data validation rules for the integrated user in Sales Cloud.

Answer: A

NEW QUESTION # 161

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions. Which workflow should meet these requirements?

- A. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1
- D. File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

Answer: A

NEW QUESTION # 162

A data team wants to automate that sync of subscribers' Unsubscribes and status from their enterprise account to their external CRM in one consolidated file. They need to find subscribers in their Marketing Cloud account and their unsubscribe data for child business units.

Which two data views would they use to achieve this?

Choose 2 answers

- A. _Unsubscribe
- B. _BusinessUnitUnsubscribes
- C. _Subscribers
- D. _Complaint

Answer: B,C

Explanation:

The _Subscribers data view contains information about each subscriber in an account, such as subscriber key, email address, status, and business unit ID. The _BusinessUnitUnsubscribes data view contains information about each unsubscribe event for each subscriber in a business unit, such as subscriber key, business unit ID, and unsubscribe date. By using these two data views, the data team can find subscribers in their Marketing Cloud account and their unsubscribe data for child business units. References:

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NEW QUESTION # 163

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the consultant recommend? Choose 2 answers

- A. Create an Import Activity to import alumni data into Salesforce Report.
- **B. Use Data Designer to link student and alumni data to the contact record.**
- C. Create list attribute to store student data from Sales Cloud.
- **D. Use Synchronized Data Sources to obtain data from Sales Cloud.**

Answer: B,D

NEW QUESTION # 164

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