2026 Salesforce Professional Marketing-Cloud-Consultant Valuable Feedback

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q109-Q114):

NEW QUESTION # 109
A retail company does business in both the United States and Canad
a. They also have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a "Version" data field indicating the type of email the customer is to receive.
What question should be asked to determine a data/segmentation strategy?
Choose 2 answers

- A. Will customers be able to sign up for the loyalty program at the store?
- B. Will multiple languages be used, with a "From Name" lookup table needed?

- C. Is the purpose of these emails for acquisition or retention or transactional?
- D. Will version values/meanings change, precluding reusable AMPscript?

Answer: B,D

NEW QUESTION # 110

Northern Trail Outfitters has been using Marketing Cloud for one of their brands for the last year and wants to migrate another brand to their portfolio. The two brands have contrasting target groups and identities, so they need the emails and landing pages to have different styles that refrain from mentioning the other brand in any way.
What should be recommended?

- A. Request a Private Domain to be added to the existing business unit.
- B. Request a second SAP for the existing business unit.
- C. Create a new business unit for the new brand.
- D. Implement a new SSL Certificate for the new brand.

Answer: C

Explanation:
Creating a new business unit allows for complete separation of assets, data, and branding between different brands within the same Marketing Cloud account. This ensures that each brand maintains its unique identity without overlap.
Reference:
Salesforce Help:Business Units

NEW QUESTION # 111

Northern Trail Outfitters (NTO) send emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.
How could these auto-reply messages be enabled?

- A. Create a Triggered Send and on the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section, then select the Triggered Send email.
- B. From the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section and select the HTML email from the 'define email' link.
- C. Create a Triggered Send and from a Sender Profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the Triggered Send email.
- D. Open Admin > Account Setting page in Email Studio and in the 'Auto Reply Email' section, select 'Custom' and paste the HTML email code into the text area field.

Answer: B

NEW QUESTION # 112

A customer wants to integrate a new dataset with pre-existing contacts. This data will be updated via separate data feeds from the main contact information.
What data model configuration should be recommended

- A. Create new Salesforce data and link it to the other data extensions.
- B. A Create a new data extension and link it to the other data extension
- C. Create additional attribute fields in the main contact data extension.
- D. Create a new data extension and link it as a new population.

Answer: B

Explanation:
Explanation
To integrate a new dataset with pre-existing contacts, Northern Trail Outfitters should create a new data extension and link it to the other data extension. A data extension is a table that stores data in Marketing Cloud, such as contact information or purchase history. Data extensions can be linked by common fields or attributes using Contact Builder or SQL queries. References:

NEW QUESTION # 113

A customer wants to create a mobile app that requires users to log in or register before accessing their data.
Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.
What consideration should a consultant provide to the customer?

- A. Existing users will create additional Contacts in Marketing Cloud.
- B. All mobile app users will create additional Contacts in Marketing Cloud.
- C. Newly registered users will create additional Contacts in Marketing Cloud.
- D. User device data is unavailable in Contact Builder for up to 24 hours.

Answer: D

NEW QUESTION # 114

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