

# Marketing-Cloud-Consultant New Braindumps Pdf & Reliable Exam Marketing-Cloud-Consultant Pass4sure



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## Certification Path

Salesforce Marketing Cloud Email Specialist Certification can act as a prerequisite for this exam.

Earning the Salesforce Certified Marketing Cloud Consultant certification can provide a number of benefits to individuals and organizations. For individuals, the certification can demonstrate a high level of expertise in the Salesforce Marketing Cloud, which can lead to career advancement and increased earning potential. For organizations, having certified professionals on staff can improve the effectiveness of marketing campaigns and increase overall productivity. Overall, the Salesforce Marketing-Cloud-Consultant Certification is a valuable credential for anyone working in the marketing technology field.

To become a Salesforce Certified Marketing Cloud Consultant, candidates must pass a 60-question multiple-choice exam.

Marketing-Cloud-Consultant exam covers a wide range of topics, including email best practices, data management, segmentation, and reporting. Candidates are given 105 minutes to complete the exam, and a passing score of 68% or higher is required to earn the certification.

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### Salesforce Certified Marketing Cloud Consultant Sample Questions (Q160-Q165):

#### NEW QUESTION # 160

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

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is D - Create and send to a sendable data extension containing those needed fields using a query activity.

\* Pre-populating a single sendable data extension with all necessary personalization fields eliminates the need for real-time lookups during sending.

\* It dramatically speeds up send processing because personalization is sourced directly from the send context.

#Why others are wrong:

\* A: Profile attributes are outdated and limited for handling many fields from multiple sources.

\* B: Send throttling slows down sends to control delivery rate - it doesn't speed it up.

\* C: Lookup functions cause real-time database queries during send time, slowing down large sends.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Personalization and Send Performance:

"To improve send performance, include all required personalization attributes in the send context (Data Extension) rather than relying on AMPscript Lookups at send time." (Source:[https://help.salesforce.com/s/articleView?id=sf.mc\\_es\\_send\\_performance.htm](https://help.salesforce.com/s/articleView?id=sf.mc_es_send_performance.htm))

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#### NEW QUESTION # 161

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. User device data is unavailable in Contact Builder for up to 48 hours.
- **B. Newly registered users will create additional Contacts in Marketing Cloud.**
- C. All mobile app users will create additional Contacts in Marketing Cloud.
- D. Existing users will create additional Contacts in Marketing Cloud.

**Answer: B**

#### NEW QUESTION # 162

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. Distributed Marketing
- **C. Distributed Sending**
- D. Einstein Content Selection

**Answer: C**

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

#### NEW QUESTION # 163

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

**Answer: C,D**

Explanation:

Explanation

#### NEW QUESTION # 164

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. %%vawp%%
- **B. %%view\_as\_webpage%%**
- C. %%view\_email\_url%%
- D. %%view\_online%%

**Answer: B**

#### NEW QUESTION # 165

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