

# Salesforce Marketing-Cloud-Consultant Exam Materials & New Marketing-Cloud-Consultant Test Guide



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Salesforce Certified Marketing Cloud Consultant exam is intended for professionals who have experience in marketing and have already been working with the Salesforce platform. Marketing-Cloud-Consultant Exam is designed to test a candidate's knowledge of the marketing automation tools, analytics, and data management features of the Salesforce Marketing Cloud platform. A successful candidate will have a deep understanding of how to use the platform to create targeted marketing campaigns and track their effectiveness.

>> **Salesforce Marketing-Cloud-Consultant Exam Materials** <<

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## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q43-Q48):

### NEW QUESTION # 43

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. Use Journey Builder with a random split activity.
- B. Create a random data extension within Email Studio.
- C. Create a random data extension within Contact Builder.
- **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](https://help.salesforce.com/articleView?id=sf.mc_as_random_split_activity.htm&type=5)

#### NEW QUESTION # 44

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response?

- A. Response are not sent with the Conversation Window.
- B. Next keyword was not specified on the outbound message.
- C. Response contained "stop" in the message content.
- D. Responses are not sent within 24 hours of the outbound message.

Answer: A,B

Explanation:

Two potential reasons for SMS responses getting the default keyword response rather than the appropriate next keyword response are:

\* Responses are not sent within the Conversation Window. The Conversation Window is a setting that defines how long MobileConnect waits for a response from a subscriber after sending an outbound message. If a subscriber responds after the Conversation Window expires, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

\* Next keyword was not specified on the outbound message. The Next Keyword is a setting that defines what keyword MobileConnect expects from a subscriber after sending an outbound message. If a subscriber responds with a different keyword than what MobileConnect expects, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

Responses containing "stop" in the message content will not get the default keyword response, but rather an opt-out confirmation message. Responses sent with AMPscript in body will not affect how MobileConnect handles responses, as AMPscript is only evaluated at send time. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_moc\\_conversation\\_window.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_moc_conversation_window.htm&type=5)

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#### NEW QUESTION # 45

ABC Company wants its monthly distributor newsletter email to appear to be sent on behalf of the subscribers account representative without segmenting the audience by sales representative.

How should this distributor-specific sender profile be configured in the Marketing Cloud? (Choose two.)

- A. Populate substitution strings in the sender profile for the profile attributes containing From Name and From Email Values.
- B. Pick "Choose from list," selecting the From Name and From Email Values from the list of account users.
- C. Utilize data extension AMPscript lookups to dynamically populate the From Name and From Email Values.
- D. Match the external keys of the sender profile and data extension containing account representative details.

Answer: A,C

#### NEW QUESTION # 46

ABC Company is expanding its marketing efforts globally. Each country's marketing department has its own business unit and is responsible for the creation and execution of all the marketing campaigns. The Marketing Cloud Administrator is having trouble keeping up with the constant influx of new users and would like to speed up the turnaround of granting new users access to the Marketing Cloud.

In what two ways can this be accomplished? (Choose two.)

- A. Assign Administration User permissions to the Channel Manager role.
- B. Assign Administration User permissions to each business unit.

- C. Assign Channel Managers the role of Marketing Cloud Analyst.
- D. Assign Administration User permissions to individual users.

**Answer: A,B**

#### NEW QUESTION # 47

Northern Trail Outfitters wants to enable Sales Cloud users to manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder.

What should a consultant recommend for segmentation?

- **A. Salesforce Report**
- B. Salesforce Campaign
- C. Synchronized Data Extension
- D. Salesforce Data Extension

**Answer: A**

#### NEW QUESTION # 48

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