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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q17-Q22):

NEW QUESTION # 17

Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference. When Contact reply to SMS message, the response message will be inserted into a data extension using AMPscript.

Which two MobileConnect templates should be used to send the SMS message and capture the responses?

- A. Text Response
- B. Data Capture
- C. Outbound
- D. Info Capture

Answer: A,D

NEW QUESTION # 18

Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome journey. Which data setup should they use for decision splits?

- A. Journey Data using CRM Report Import Activity to Salesforce Data Extension
- B. Journey Data queried from main data extension
- **C. Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes**
- D. Contact Data using Synchronized Data Sources

Answer: C

NEW QUESTION # 19

A customer would like to store financial data related to invoicing in its data extensions. Which field type should be used?

- A. Currency
- B. Float
- C. Number
- **D. Decimal**

Answer: D

NEW QUESTION # 20

A customer wants to automate the send of a monthly promotional email. The customer will upload an audience file to their account's Enhanced FTP on a monthly basis on the 15th day of each month, expecting the email to be deployed upon completion of the import activity. However, if the 15th of the month falls on a Saturday or Sunday, the customer will provide the file on the Friday prior to the 15th and expect the promotional email to be sent on that Friday.

Given the customer's requirements, which method should be used to automate their monthly promotional email?

- A. Create a triggered automation that includes an import activity and triggered send.
- B. Create a scheduled monthly automation that includes an import activity and triggered send.
- **C. Create a triggered automation that includes an import activity and user-initiated send.**
- D. Create a scheduled daily automation that includes an import activity and user-initiated send.

Answer: C

NEW QUESTION # 21

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

Answer: B

Explanation:

Explanation

To troubleshoot the connection between Sales Cloud and Marketing Cloud, a consultant should start by validating Marketing Cloud and Sales Cloud permissions for the connecting users. The connecting users are the users who authenticated Marketing Cloud Connect in both systems. They need to have certain permissions and roles in both systems to enable full functionality of Marketing Cloud Connect.

References: https://help.salesforce.com/s/articleView?id=sf.mc_co_troubleshoot_marketing_cloud_connect_conf

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