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Salesforce Marketing-Cloud-Consultant (Salesforce Certified Marketing Cloud Consultant) Exam is a certification exam designed to test the knowledge and skills of individuals who work with the Salesforce Marketing Cloud. Marketing-Cloud-Consultant exam is targeted towards professionals who have experience in marketing automation, email marketing, and other marketing technologies. Salesforce Certified Marketing Cloud Consultant certification is intended to demonstrate that an individual has the knowledge and skills to design, build, and implement marketing campaigns using the Salesforce Marketing Cloud.

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## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q41-Q46):

### NEW QUESTION # 41

Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment.

Which process should the consultant utilize for a reliable send method?

- A. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
- B. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow
- C. Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event

- D. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send

**Answer: D**

Explanation:

To send an email to one million contacts in Sales Cloud using 10+ fields to segment contacts, Northern Trail Outfitters should send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow. Sending to a Salesforce Report allows marketers to use existing reports in Sales Cloud as target audiences in Marketing Cloud without importing or syncing data. Using Email Studio Send Flow allows marketers to select an audience, an email message, and other options for sending an email campaign. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_send\\_flow.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_send_flow.htm&type=5)

**NEW QUESTION # 42**

When more than one subscriber email address field is created within Contact Builder, what action tells the platform which email address to prioritize in the Email application?

- A. Create a new Import to populate subscriber email addresses into All Subscribers.
- B. Add all email address fields into the Contact Configuration screen in the correct order
- C. Add all email address fields into the Mobile Application and Predictive Intelligence Applications.
- D. Create a new Attribute Group referencing all email address fields in Data Designer.

**Answer: B**

**NEW QUESTION # 43**

Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications. Their app uses the Mobile Push SDK.

In which two ways should this segment be created?

- A. Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.
- B. Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
- C. Using Automation Studio, query the \_MobilePushDemographics Data View and save this to a data extension.
- D. Using Contact Builder, create a Filter Data Extension from AB Contact where there is record in MobilePush Demographics.

**Answer: A,C**

Explanation:

To target all customers who have registered to receive push notifications, Northern Trail Outfitters can use two ways to create this segment:

\* Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group. This is a user-friendly tool that allows marketers to segment their mobile push audience based on criteria and conditions without coding.

\* Using Automation Studio, query the \_MobilePushDemographics Data View and save this to a data extension. This is a more advanced tool that allows marketers to segment their mobile push audience using SQL queries and data views.

Using Journey Builder or Contact Builder are not ways to create segments for mobile push audiences, as they are used for different purposes. References:

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**NEW QUESTION # 44**

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- A. Configure activities within Automation Studio to update the purchase data.
- B. Use Data Designer in Contact Builder to relate the two data extensions.
- C. Utilize Entry Data on a Decision Split within Journey Builder.

- D. Create a Data Relationship in Email Studio to relate the two data extensions.

**Answer: A,B**

#### **NEW QUESTION # 45**

After implement Marketing Cloud Connect, the customer notices tracking details from Email Studio initiated sends are not being sent back to Sales Cloud.

Which configuration in Marketing Cloud should the customer verify?

- A. Report is saved Standard Salesforce folder.
- B. Email Address column is included in the report used for sending
- C. Required profile attributes are properly mapped.
- D. **Sendable data extension is saved in the Salesforce Data Extension folder.**

**Answer: D**

Explanation:

To troubleshoot why tracking details from Email Studio initiated sends are not being sent back to Sales Cloud, Northern Trail Outfitters should verify that required profile attributes are properly mapped. Required profile attributes are attributes that are needed for Marketing Cloud Connect to function properly and sync data between Marketing Cloud and Sales Cloud. These attributes include Email Address, Subscriber Key, First Name, Last Name, and Full Name. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_troubleshoot\\_marketing\\_cloud\\_connec](https://help.salesforce.com/s/articleView?id=sf.mc_co_troubleshoot_marketing_cloud_connec)

#### **NEW QUESTION # 46**

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