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Salesforce Marketing-Cloud-Consultant Exam Syllabus Topics:

Section	Weight	Objectives
Topic 1: Marketing Cloud Configuration	18%	- Configure account settings and business units - Manage sender profiles and deliverability settings - Implement data management and data extensions - Configure lists and populations - Set up users, roles, and permissions
Topic 2: Customer Journey Design	18%	- Implement triggered and real-time journeys - Apply personalization and dynamic content - Map customer journeys across channels - Build decision trees and branching logic - Utilize Journey Builder features and best practices
Topic 3: Email Marketing	18%	- Create and optimize email content - Implement A/B testing and send time optimization - Ensure deliverability and inbox placement - Configure AMPscript for dynamic content - Apply template and content block strategies
Topic 4: Reporting and Analytics	14%	- Provide actionable insights and recommendations - Track engagement and conversion metrics - Analyze campaign performance - Build custom reports and dashboards - Configure and interpret standard reports
Topic 5: Discovery and Design	18%	- Document current state and desired future state - Gather requirements and understand business objectives - Define success metrics and KPIs - Identify integration points and data flows - Analyze customer data and segmentation needs

Topic 6: Automation and Data Management	14%	- Utilize automation studio effectively - Build and manage automation workflows - Manage contact data and data hygiene - Implement SQL activities for data processing - Configure imports and exports
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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q126-Q131):

NEW QUESTION # 126

Northern Trail Outfitters uses a Salesforce Data Entry Source in their Journey that injects Salesforce Orders when they are either created or updated with a status of New, Currently Knitting, Shipped, and Complete.

Their Journey works when orders are created, but they noticed it does not inject customers when their status is updated.

What could be causing this?

- A. Synchronized Data Sources poll changes every 15 minutes at the quickest.
- B. Orders are not being updated from not meeting criteria to meeting criteria
- **C. Orders should be set up to allow injection upon update in Connect Configuration**
- D. The associated Contact should be updated to be injected.

Answer: C

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is A - Orders should be set up to allow injection upon update in Connect Configuration.

* When setting up Salesforce Data Entry Source in Marketing Cloud Connect, you must explicitly configure whether records should inject only upon creation or also upon updates.

* If injection on update is not configured, only the original create event triggers the Journey entry.

#Why others are wrong:

* B: The associated Contact does not need to be updated - it's the Order object that triggers the injection.

* C: Synchronized Data Extensions are not used here - it's a direct connection via Marketing Cloud Connect, not polling.

* D: Even if status fields change properly, if updates are not allowed to trigger injection, no entry will occur.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Salesforce Data Entry Configuration:

"When configuring Salesforce Data Entry Sources, ensure the setting to allow journey entry on record update is enabled if updates to the record should trigger journey entry." (Source:https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_entry_source_settings.htm)

NEW QUESTION # 127

Which customers would benefit most from purchasing a Sender Authentication Package (SAP)?

- **A. A customer who wants to share another IP within their account structure and is unconcerned about branding at this time.**
- B. A growing retailer that currently leverages Marketing Cloud's MobileConnect and MobilePush.
- C. A growing consumer brand that expects to send 500,000 emails per month and would like email branding to be consistent

- with its domain,
- D. A nonprofit organization that sends roughly 50,000 newsletter emails per month.

Answer: A

Explanation:

A Sender Authentication Package (SAP) is a set of features that authenticate an email sender's identity and reputation, such as a private domain, a dedicated IP address, a link customization, and a reply mail management. A SAP can benefit customers who send large volumes of emails (such as 500,000 per month) and want to have consistent email branding with their domain (such as sender address, links, images, etc.). A SAP can also improve deliverability and avoid spam filters by proving that the sender is legitimate and trustworthy. References: https://help.salesforce.com/articleView?id=sf.mc_es_sender_authentication_package.htm

NEW QUESTION # 128

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

Answer: A

Explanation:

Explanation

To manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder, Northern Trail Outfitters should use a Salesforce Campaign. A Salesforce Campaign is an object in Sales Cloud that allows marketers to group leads or contacts for a specific marketing initiative, such as an email campaign. A Salesforce Campaign can be used as a target audience in Marketing Cloud using the Send Flow in Content Builder. References:

https://help.salesforce.com/s/articleView?id=sf.campaigns_overview.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_co_send_flow.htm&type=5

NEW QUESTION # 129

Northern Trail Outfitters wants to have a periodic, dynamic newsletter send to a set data extension, but the data in this data extension will be regularly updated and the subscribers inside could be removed/added multiple times.

What option should speed up the delivery while meeting these criteria?

- A. Scheduled Automation using a Send Activity
- B. Journey that allows re-entry after exiting
- C. Single Send Journey
- D. Scheduled Automation utilizing Triggered Send Emails

Answer: A

Explanation:

A journey that allows re-entry after exiting can be used to have a periodic, dynamic newsletter send to a set data extension that changes from day-to-day. A journey with this setting can admit contacts into the journey multiple times as long as they meet the entry criteria. The View As Web Page link will not be broken when the audience is refreshed daily because the link is based on the Job ID and Subscriber ID, which are unique for each send. References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_settings.htm&type=5 <https://help.salesforce.com/>

NEW QUESTION # 130

A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would like to pull data on which email addresses receive which emails.

What functionality could be used to accomplish this?

- A. Send Log

- B. Recent Email Send Report
- **C. Data Views**
- D. Tracking Extract

Answer: C

NEW QUESTION # 131

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