

Salesforce Marketing-Cloud-Consultant Exam | Marketing-Cloud-Consultant Exam Papers - Ensure you Pass Marketing-Cloud-Consultant: Salesforce Certified Marketing Cloud Consultant Exam



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Preparing for the Marketing-Cloud-Consultant Exam requires a combination of hands-on experience and study. Candidates should have experience working with Marketing Cloud and be familiar with its various tools and features. They should also be familiar with marketing concepts such as segmentation, targeting, and personalization. Salesforce provides a range of resources to help candidates prepare for the exam, including study guides, online courses, and practice exams.

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Salesforce Marketing-Cloud-Consultant Certification is a highly sought after credential in the field of marketing automation. It is designed for professionals who want to demonstrate their expertise in using the Salesforce Marketing Cloud platform to implement and manage complex marketing campaigns. Salesforce Certified Marketing Cloud Consultant certification exam measures a candidate's knowledge of the platform's capabilities, including email marketing, mobile messaging, social media advertising, and customer journey mapping.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q159-Q164):

NEW QUESTION # 159

Scenario: NTO has configured Reply Mail Management (RMM) to handle manual unsubscribe requests.

However, customers are still receiving marketing emails despite sending unsubscribe phrases like "take me off your list" or "opt out". How could this behavior be corrected?

- A. Ensure the two phrases are added to the "Filtered Keywords" data extension
- **B. Ensure the two phrases are added to a filtered keyword list**
- C. Ensure the DNS Record Redirect is correctly configured
- D. Ensure "Common Misspellings" is selected as one of the Reply Filters

Answer: B

Explanation:

The correct answer is B, because:

In Salesforce Marketing Cloud, Reply Mail Management (RMM) processes replies to email messages and can automatically take action - such as unsubscribing a user - when specific unsubscribe keywords are detected.

Salesforce official documentation states:

"Reply Mail Management uses filtered keywords to identify unsubscribe requests. You must configure these keywords manually. If users reply with phrases not included in the filtered keyword list, they won't be unsubscribed automatically." (Source: Salesforce Marketing Cloud Reply Mail Management Overview) Thus, if phrases like "take me off your list" or "opt out" are not yet added to the filtered keyword list, RMM will not recognize them as unsubscribe requests, and no action (unsubscribe) will be taken.

#To correct this:

* You must add custom phrases such as "take me off your list" and "opt out" to the Filtered Keywords list in RMM settings.

Why the other options are wrong:

* #A. Ensure the DNS Record Redirect is correctly configured:

* DNS redirection issues affect reply routing, not keyword detection.

* #C. Ensure the two phrases are added to the "Filtered Keywords" data extension:

* There is no "Filtered Keywords" data extension. It's a configuration inside RMM settings, not a data extension.

* #D. Ensure "Common Misspellings" is selected as one of the Reply Filters:

* "Common Misspellings" handles typos but won't automatically detect entirely new phrases unless those phrases are explicitly added.

Further reference:

"Customizing the filtered keywords list improves unsubscribe recognition. Without these custom keywords, subscriber responses will not trigger the intended actions." (Source: Salesforce Marketing Cloud Admin Guide - Reply Mail Management Configuration)

Thus, B is the correct solution.

NEW QUESTION # 160

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

Answer: A,D

NEW QUESTION # 161

Northern Trail Outfitters is using Journey Builder to send emails to loyalty members based on recent activity.

They anticipate that approximately half of their contacts will meet the entry criteria for their journey.

How should they configure their entry source?

- A. Use a Query Activity in Automation Studio to create a segment before entering the journey.
- B. Use an Import Activity in Automation studio to filter the data as a Data Extension Entry Source.
- **C. Use a Contact Data Entry Source to segment the data configured in Attribute Groups in Contact Builder.**
- D. Use a Data Extension Entry Source with an applied filter based on recent member activity.

Answer: C

NEW QUESTION # 162

A customer wants to integrate a new dataset with pre-existing contacts. This data will be updated via separate data feeds from the main contact information.

What data model configuration should be recommended

- A. Create additional attribute fields in the main contact data extension.
- B. Create a new data extension and link it as a new population.
- **C. A Create a new data extension and link it to the other data extension**
- D. Create new Salesforce data and link it to the other data extensions.

Answer: C

Explanation:

Explanation

To integrate a new dataset with pre-existing contacts, Northern Trail Outfitters should create a new data extension and link it to the other data extension. A data extension is a table that stores data in Marketing Cloud, such as contact information or purchase history. Data extensions can be linked by common fields or attributes using Contact Builder or SQL queries. References:

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

NEW QUESTION # 163

To fuel their expansion, ABC Company recently acquired Eagle Outfitters (EO). There is currently a thirty percent overlap between the guests of each brand and they will be pursuing cross-marketing opportunities. It was recommended that their Marketing Cloud account now include a separate business unit for EO and the company secure a new sender authentication package for EO using the private domain e-EO.com.

Select the statement that correctly describes the implication of this recommendation. (Choose two.)

- **A. The private domain, e-EO.com, will be used for all link wrapping, image URLs, and landing page URLs.**
- **B. The e-EO.com domain will act as the from address for the emails and authenticate using SPF, SenderID, and DKIM authentication.**
- C. The email headers for EO will still reflect the private domain for ABC Company since that is the parent company.
- D. The EO business unit can also have the ABC Company authentication package applied simultaneously for cross-marketing emails.
- E. The IP address included in the sender authentication package will have the same reputation as the ones being used for ABC Company.

Answer: A,B

NEW QUESTION # 164

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