Real Salesforce Marketing-Cloud-Consultant Testing Environment | Prep Marketing-Cloud-Consultant Guide

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Salesforce Marketing-Cloud-Consultant Exam is a comprehensive exam designed to test a candidate's knowledge of the Salesforce Marketing Cloud platform. It covers a broad range of topics related to email marketing, mobile marketing, social media marketing, advertising, analytics, and data management. Passing Marketing-Cloud-Consultant exam is essential for those who want to become Salesforce Certified Marketing Cloud Consultants and advance their careers in this field.

Salesforce Certified Marketing Cloud Consultant Certification Exam is ideal for professionals who have experience working with Salesforce Marketing Cloud and want to take their skills to the next level. It is also suitable for digital marketers, email marketers, social media marketers, and marketing automation experts who want to demonstrate their expertise in the Salesforce Marketing Cloud platform. Earning this certification can open up new career opportunities and enhance the credibility of professionals in the industry.

Salesforce Marketing-Cloud-Consultant Exam consists of 60 multiple-choice questions that you need to answer in 105 minutes. Marketing-Cloud-Consultant exam is available in English, Japanese, and Spanish and can be taken online or in-person at a proctored testing center. The passing score for the exam is 68%, and the certification is valid for two years. To maintain your certification, you need to complete the Trailhead maintenance module and pass the maintenance exam every two years.

>> Real Salesforce Marketing-Cloud-Consultant Testing Environment <<

Pass Guaranteed 2026 Salesforce Useful Real Marketing-Cloud-Consultant Testing Environment

As the saying goes, practice makes perfect. We are now engaged in the pursuit of Craftsman spirit in all walks of life. Professional and mature talents are needed in each field, similarly, only high-quality and high-precision Salesforce Certified Marketing Cloud Consultant qualification question can enable learners to be confident to take the qualification examination so that they can get the certificate successfully, and our Marketing-Cloud-Consultant Learning Materials are such high-quality learning materials, it can meet the user to learn the most popular test site knowledge. Because our experts have extracted the frequent annual test centers are summarized to provide users with reference.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q18-Q23):

NEW QUESTION # 18

Northern Trail Outfitters received a complaint today from a customer who received an email after unsubscribing last week. Today's email was sent using Marketing Cloud Connect (MCC), though last week was sent when an external system dropped a file on the Marketing Cloud SFTP and triggered a User-Initiated Send through an automation.

What could be the reason the customer received the email through MCC?

- A. Email Opt Out is only updated if the send originates in Salesforce.
- B. The Email Opt Out field needs to be added to the Contact Page Layout.
- C. The previous send used Email Address as a Subscriber Key.
- D. The previous send's user needed to have edit permissions in Salesforce,

Answer: C

Explanation:

The subscriber key is a unique identifier for each subscriber in Marketing Cloud. It is used to track subscriber preferences, behaviors, and attributes across channels and business units. If the previous send used email address as a subscriber key, it would not match the subscriber key in Sales Cloud, which is usually the contact or lead ID. Therefore, the email opt out status would not be synchronized between Marketing Cloud and Sales Cloud, and the customer could receive an email through MCC even after unsubscribing from the previous send. References:https://help.salesforce.com/articleView?id=sf.mc_co_subscriber_key.htm&type=5

NEW QUESTION # 19

Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.
Which two reasons could be the cause?
Choose 2 answers

- A. Synchronized Data Sources only push data every 15 minutes
- B. ContactID was used as Subscriber Key
- C. Email Address was used as Subscriber Key
- D. Individual Level Tracking was not selected in Marketing Cloud Configuration

Answer: A,D

Explanation:

To track clicks on Contact records in Salesforce, two requirements must be met:
* The subscriber key must match the ContactID field in Salesforce.
* The individual level tracking option must be selected in Marketing Cloud configuration.
If either of these requirements is not met, clicks will not show up on Contact records. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect_configuration.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_guidelines_for_marketing_cloud_connec

NEW QUESTION # 20

Northern Trail Outfitters (NTO) wants to send an email to all Contacts who have signed up for its newsletter, but have not joined its loyalty program. NTO has created a report in Sales Cloud which it will select using a Send Flow in Content Builder.
Which field name should be included in the report in addition to email address?

- A. Individual ID
- B. CampaignMember ID
- C. External ID
- D. Contact ID

Answer: D

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is B - Contact ID.
* When sending from Salesforce CRM using Marketing Cloud Connect and a Report, the Contact ID (or Lead ID if working with leads) must be included.
* Marketing Cloud Connect uses the Contact ID as the unique identifier to associate the subscriber with the correct record in Salesforce.
* Without the Contact ID, Marketing Cloud cannot perform the send correctly.

#Why others are wrong:
* A: Individual ID is related to Salesforce's Individual Object for GDPR compliance, not standard send flows.
* C: CampaignMember ID is used in Campaign context, not for newsletter signup or basic contact sends.
* D: External ID is a custom field - not required or recognized by the Send Flow.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Marketing Cloud Connect Send from Salesforce:
"When sending using a Report from Salesforce CRM to Marketing Cloud, include the Contact ID or Lead ID in the report.
Marketing Cloud uses this ID to map the subscriber and ensure accurate sending."
(Source:https://help.salesforce.com/s/articleView?id=sf.mc_co_send_from_salesforce_reports.htm)

NEW QUESTION # 21
A customer has several values that need to be used in the body of an email send:
* The data would be stored in a reference data extension, related on SubscriberKey.
* There may be one or more records for each subscriber.
* The audience is generally over 1 million subscribers.
* The content is time sensitive and should be sent as quickly as possible.
* The customer is not using "catch and release" sending.
* The reference data extension contains 25 columns.
Which method should be used?

- A. AMPscript a single Lookup Function
- B. AMPscript a single LookupOrderedRows Function
- C. Server Side Javascript a single LookupOrderedRows Function
- D. Dynamic content via the Dynamic Content Wizard

Answer: B

NEW QUESTION # 22
Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of their subscribers provide a Mobile Phone Number when registering.
Which three considerations should be made before implementing MobileConnect?
Choose 3 answers

- A. Not all countries are supported by MobileConnect.
- B. Long and Short Codes are not available for all countries.
- C. Inbound messaging only works with local Long or Short Codes.
- D. Opting in for messages can only be done via inbound message.
- E. NTO would be charged by mobile operators directly for messages.

Answer: A,B,C

Explanation:
Explanation
Three considerations that should be made before implementing MobileConnect are:
Long and Short Codes are not available for all countries. Long codes are local phone numbers that can be used for sending SMS messages in some countries, while short codes are special numbers that can be used for sending SMS messages in other countries. However, not all countries have long codes or short codes available or supported by MobileConnect.
Inbound messaging only works with local Long or Short Codes. Inbound messaging is the ability to receive SMS messages from subscribers in response to outbound messages or keywords. This feature only works with local long codes or short codes that match the country of the subscriber's mobile number.
Not all countries are supported by MobileConnect. MobileConnect relies on mobile operators and aggregators to deliver SMS messages to different countries, but not all countries have these services available or supported by MobileConnect.
NTO would not be charged by mobile operators directly for messages, as they would pay for message credits or bundles through Marketing Cloud billing. Opting in for messages can be done via inbound message or other methods, such as web forms or APIs.
References:
https://help.salesforce.com/s/articleView?id=sf.mc_moc_mobileconnect_overview.htm&type=5

NEW QUESTION # 23

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