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As mentioned earlier, 2Pass4sure solves all problems that you face while locating updated Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) exam questions. We know that as an applicant for the test, you have excessive pressure to pass the Salesforce Certification Exam. 2Pass4sure is here to help you earn the highly sought-after Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) certification on the first attempt.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q55-Q60):

NEW QUESTION # 55
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:
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:
https://help.salesforce.com/s/articleView?id=sf.mc_moc_create_a_filtered_list.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_mobilepushdemographics.htm&type=5

NEW QUESTION # 56
How do you use data designer to link the web analytics data to your subscriber data?

- A. Use a marketing cloud data extension

Answer: A

NEW QUESTION # 57
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 scheduled monthly automation that includes an import activity and triggered send.
- B. Create a scheduled daily automation that includes an import activity and user-initiated send.
- C. Create a triggered automation that includes an import activity and user-initiated send.
- D. Create a triggered automation that includes an import activity and triggered send.

Answer: C

NEW QUESTION # 58
Northern Trail Outfitters (NTO) plans to use Contact Builder to increase the scope of customer information they can see in an effort to establish more effective 1:1 relationships. NTO has a separate instance of Salesforce Sales Cloud that serves as their current customer master database.
What action should be taken when using Contact Builder? Choose 2 answers

- A. Create a data extension to incorporate the imported data from a Salesforce Dashboard.
- B. Use Marketing Cloud Connect to include data from Sales Cloud.
- C. Combine each individual's channel contact information under one record.
- D. Conduct manual imports of customer information from Sales Cloud.

Answer: B,C

NEW QUESTION # 59
A customer indicates their point-of-sale system can be configured to upload a file every fifteen minutes. The filename is not consistent

for each upload. Their consultant recommends they use a File Drop Automation.

Which two considerations should be made?

Choose 2 answers

- A. They may utilize an external FTP site.
- B. The directory Is unable to be used by another File Drop Automation.
- C. The directory cannot contain more than five file triggers.
- D. The directory used by the file trigger should be inside the import directory.

Answer: A,B

Explanation:

Explanation

Two considerations that should be made when using a File Drop Automation are:

They may utilize an external FTP site. A File Drop Automation can be configured to use an external SFTP location as well as an Enhanced FTP location for file triggers.

The directory is unable to be used by another File Drop Automation. A File Drop Automation can only use one directory for file triggers, and that directory cannot be used by another File Drop Automation.

The directory used by the file trigger can be inside or outside the import directory, as long as it is not used by another File Drop Automation. The directory can contain more than five file triggers, but only one file trigger can start an automation at any given time.

References:

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

NEW QUESTION # 60

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