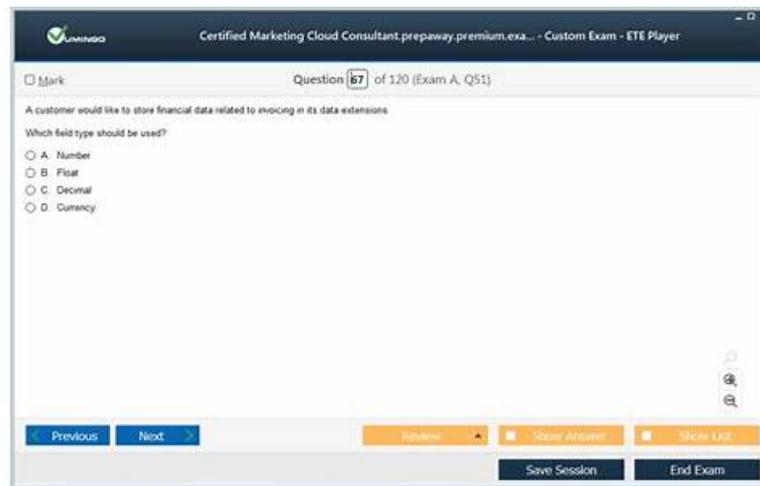# Quiz 2026 Unparalleled Salesforce Marketing-Cloud-Consultant: Salesforce Certified Marketing Cloud Consultant Sample Questions

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To become a Salesforce Certified Marketing Cloud Consultant, candidates must have a deep understanding of the Marketing Cloud platform, including its features, functionality, and best practices. They must also possess knowledge of marketing automation, data management, and analytics. Marketing-Cloud-Consultant Exam consists of 60 multiple-choice questions and is timed at 105 minutes. Candidates must achieve a passing score of 68% or higher to earn the certification.

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q51-Q56):

NEW QUESTION # 51
Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?
Choose 2 answers

- A. Marketing Cloud Administrator
- B. Marketing Cloud Email Marketing Manager
- C. Marketing Cloud Regional or Local Administrator
- D. Marketing Cloud Channel Manager

Answer: A,D

NEW QUESTION # 52

Northern Trail Outfitters has a customer login page on their website and wants to use Marketing Cloud to send an email to customers who need to reset their password. The email needs to be sent as quickly as possible.
Their web server should receive a notification when the email is sent.
Which solution should they use?

- A. Transactional Messaging API
- B. Multi-Step journey with an API Event entry source
- C. Triggered Send Definition
- D. Single Send journey with an API Event entry source

Answer: A

NEW QUESTION # 53

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 ans purchase data is stored in a second data extension.
Which two steps should they include to accomplish this journey?

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

Answer: B,D

Explanation:
Explanation
To build an abandoned cart journey, the two steps Northern Trail Outfitters should include are:
B). Utilize Entry Data on a Decision Split within Journey Builder: A Decision Split allows for the evaluation of data that is present at the time a contact enters the journey. This can include data from the entry source data extension, such as whether a customer has made a purchase.
A). Use Data Designer in Contact Builder to relate the two data extensions: Data Designer allows for the relationship of two data extensions to be established, allowing for data from one data extension to be used in another. This will enable the evaluation of purchase data stored in a separate data extension within the Decision Split.

NEW QUESTION # 54

Northern Trail Outfitters maintains their primary customer identity in their ERP system but managers their customer service via Service Cloud. Customer data is updated in real-time based on changes in the ERP, and the ERP customer ID serves as the Customer Key. They want to leverage Synchronized Data Extensions to import data about cases from Service Cloud every 15 minutes.
What consideration should be made before implementing this solution?

- A. The number of contacts added to the instance will be approximately twice as large by using this integration pattern.
- B. They will have to migrate to use Service Cloud IDs, such as the Contact ID, as the contact key instead of ERP IDs.
- C. Marketing Cloud will deduplicate customers based on their email address, meaning some customers may be overwritten or not receive email.
- D. Moving to use the email address as the contact key would simplify the integration since it is common to both systems.

Answer: D

NEW QUESTION # 55

A customer wants to perform an email send to a subset of a Synchronized Data Extension referencing Sales Cloud custom object data and return tracking to Sales Cloud.

What approaches should the consultant recommend? (Choose two.)

- A. Use Synchronized Data Sources to sync Sales Cloud objects to Marketing Cloud.
- B. Use SQL Query Activities to output a Sendable Salesforce Data Extension.
- C. Use SQL Query Activities to create a Sendable Synchronized Data Extension.
- D. Use Data Filters to segment data to output a Sendable Data Extension.

Answer: A,B

NEW QUESTION # 56

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