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The value of professional qualification has been shown to rise with time. For the advancement of your profession, exams like the Salesforce exam given by Salesforce are crucial. Candidates aim to pass the Salesforce Certified Marketing Cloud Consultant exam on their first attempt. With Salesforce Marketing-Cloud-Consultant Exam Questions, applicants may study for and pass their desired certification exam on the first attempt. You may use PrepAwayETE's top Marketing-Cloud-Consultant study resources to prepare for the Salesforce Certified Marketing Cloud Consultant exam. The Salesforce Marketing-Cloud-Consultant exam questions offered by PrepAwayETE are dependable and trustworthy sources of preparation.

Salesforce Marketing-Cloud-Consultant is a highly sought-after certification in the field of digital marketing. It is a certification exam that is designed to test the knowledge and skills of professionals who work with the Salesforce Marketing Cloud platform. The Salesforce Marketing Cloud Consultant certification is ideal for individuals who want to demonstrate their expertise in using Salesforce Marketing Cloud to create and manage marketing campaigns.

To be eligible to take the Salesforce Marketing-Cloud-Consultant Exam, candidates must have a good understanding of digital marketing concepts and experience working with the Salesforce Marketing Cloud platform. They should be familiar with the various features and capabilities of the platform, including email marketing, mobile messaging, social media advertising, and web personalization. Additionally, candidates should have experience working with customer data, creating and managing data extensions, and developing automation workflows.

Salesforce Marketing-Cloud-Consultant Certification Exam is a rigorous exam that tests the skills and knowledge of a professional in Salesforce Marketing Cloud. It consists of 60 multiple-choice questions that need to be answered within 90 minutes. To pass the exam, a candidate needs to score a minimum of 68%.

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q139-Q144):

NEW QUESTION # 139

A marketer at Northern Trail Outfitters (NTO) wants to send important updates to customers about products they have previously

purchased. The marketer has little experience with coding. Also, the information is spread across multiple data extensions and is imported nightly from NTO's e-commerce platform - Contacts, Orders, Order Items, and Products. Which design should a consultant recommend for segmentation?

- A. Create SQL Query Activities for the marketer to modify.
- B. Establish data relationships and create Data Filters for the marketer to modify.
- C. Link the data extensions in an Attribute Group.
- D. **Combine the data outside of Marketing Cloud and upload it into a Sendable Data Extension.**

Answer: D

Explanation:

To send an email with personalized fields from multiple data extensions without coding experience, Northern Trail Outfitters should combine the data outside of Marketing Cloud and upload it into a sendable data extension. This will allow them to have all the required fields for personalization in one data source and avoid using complex scripting or queries to join and filter data from multiple data extensions.

Establishing data relationships and creating data filters would not help with personalization, as they are used for segmentation purposes. Creating SQL query activities would require coding skills and experience with SQL syntax. References:

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

NEW QUESTION # 140

Northern Trail Outfitters has been using Marketing Cloud for one of their brands for the last year and wants to migrate another brand to their portfolio. The two brands have contrasting target groups and identities so they need the emails and landing pages to have different styles that refrain from mentioning the other brand in any way.

What should be recommended?

- A. Request a second SAP for the existing business unit.
- B. Request a Private Domain to be added to the existing business unit.
- C. **Create a new business unit for the new brand.**
- D. Implement a new SSL Certificate for the new brand.

Answer: C

NEW QUESTION # 141

Northern Trail Outfitters (NTO) has doubled in size over the last couple of years. Because of this growth they have decided to organize their company into Business Units to better manage operations.

Which statement is correct regarding the Business Unit functionality within Marketing Cloud?

Choose 2 answers

- A. Business Units can have more than one parent Business Unit.
- B. **Business Units can share information with other Business Units.**
- C. **Business Units can mirror an organization's operational structure.**
- D. Subscribers can only appear in one Business Unit.

Answer: B,C

NEW QUESTION # 142

Northern Trail Outfitters sends emails for Password Resets from their web store when requested. An SMS message should be deployed if the password reset email is not sent.

What processes should they utilize to ensure a timely delivery across email and SMS?

- A. Triggered send definition and use data extract Not Sent to a data extension then send SMS to those failed sends
- B. Multiple path journey with engagement split if password reset link clicked; if link not clicked, then SMS Password Reset activity
- C. **Transactional email send with the event notification service response to determine and trigger an API call to an SMS message**
- D. Triggered send definition, and use API response to determine and send API call to trigger an SMS password reset

Answer: C

NEW QUESTION # 143

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- * Emails will be built using a custom dynamic template for these messages.
- * Links will vary over time and across campaigns.
- * Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
- * Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

- A. **AMPscript**
- B. SQL
- C. HTML
- D. SSJS

Answer: A

Explanation:

AMPscript can simply and efficiently handle inline personalization or simple IF ELSE statements. Dynamic content is a set of predefined content elements that are displayed based on the value a specific recipient bears in a specific field / attribute AMPscript Lookup rows fetch dynamically content from a data extension based on the attribute that serves as the key value.

NEW QUESTION # 144

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