

Valid Salesforce Marketing-Cloud-Consultant Exam Tutorial & Latest Marketing-Cloud-Consultant Test Format



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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.

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Unlike many other learning materials, our Salesforce Certified Marketing Cloud Consultant guide torrent is specially designed to help people pass the exam in a more productive and time-saving way. On the other hand, Marketing-Cloud-Consultant exam study materials are aimed to help users make best use of their sporadic time by adopting flexible and safe study access. People always tend to neglect the great power of accumulation, thus the Marketing-Cloud-Consultant Certification guide can not only benefit one's learning process but also help people develop a good habit of preventing delays. Our Marketing-Cloud-Consultant exam questions will help you obtain the certification.

Certification Path

Salesforce Marketing Cloud Email Specialist Certification can act as a prerequisite for this exam.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q42-Q47):

NEW QUESTION # 42

Northern Trail Outfitters wants to target all customer who have registered to receive Push Notifications. Their app uses the Mobile Push multiple with Mobile Push SDK.

In which two ways should this segment be created?

- A. Using Contact Builder, create a Filtered Data Extension from All Contact where there is a record in MobilePush Demographics.
- B. Using Mobile Studio, create a Mobile Push Filtered List filter on the MobilePush Demographics attribute group.
- C. Using Automation Studio, query the _MobilePushDemographics Data View and saved this to a data extension.
- **D. Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.**

Answer: D

NEW QUESTION # 43

Northern Trail Outfitters has a file that drops intermittently to their SFTP account. Once this file drops, they want to be able to have it immediately imported and then segmented to enter a specific journey depending on the data inside the file.

Which two options would meet these requirements?

Choose 2 answers

- **A. File Drop Automation**
- B. Scheduled Automation
- C. Decision Split
- **D. SQL Query**

Answer: A,D

Explanation:

Explanation

A File Drop Automation can be used to trigger an automation when a file is uploaded to the Marketing Cloud FTP. A SQL Query can be used to segment the audience based on the data inside the file and populate a data extension for each segment. The data extensions can then be used as entry sources for different journeys.

References:

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

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

NEW QUESTION # 44

Northern Trail Outfitters' account is configured with Multi-Org to leverage two Salesforce CRM accounts. In the Cloud Kicks business unit they want to disconnect the sandbox instance and connect the production instance.

What additional configuration changes should they make?

- A. Rename and delete sandbox synchronized data extensions before connecting.
- **B. Remove existing user mappings, attribute mappings, and tracking subscriptions.**
- C. Update query activities that reference the synchronized data extensions.
- D. Configure Multi-Org settings to account for two production instances in Setup.

Answer: B

Explanation:

When disconnecting and reconnecting instances in a Multi-Org setup, it's mandatory to first remove all user mappings, attribute mappings, and tracking subscriptions associated with the sandbox. This is necessary to cleanly connect the new (production) instance without conflicts.

Exact Extract from Salesforce Documentation:

* Source: Salesforce Help - Disconnect and Reconnect Marketing Cloud Connect Accounts# "Before connecting a new Salesforce org to Marketing Cloud, remove existing user mappings, attribute mappings, and tracking subscriptions associated with the current org."

* Source: Marketing Cloud Multi-Org Setup Guide# "In a Multi-Org configuration, disconnecting an org requires removing all dependent mappings and synchronized objects before connecting a new Salesforce org."

NEW QUESTION # 45

Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP), They send regularly 300,000 What should they be aware of with respect to sender reputation?

- A. They should send at least 250,000 messages per month to maintain their sender reputation.
- B. They should have a shared IP since their volume is under 500,000 messages per month.
- **C. They should have one dedicated IP address for every 100,000 messages send per month.**
- D. They should have one SAP for transactional sends and another for commercial sends.

Answer: C

Explanation:

Explanation

To maintain a good sender reputation, Northern Trail Outfitters should have one dedicated IP address for every 100,000 messages send per month. This will help them avoid IP throttling and blacklisting issues. A shared IP address is not recommended for their volume, and having multiple SAPs for different types of sends is not necessary. They should also send consistently and avoid large spikes or drops in their sending volume.

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

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

NEW QUESTION # 46

A marketer want to personalize an email with real-time weather information from the Sunny Sky API.

What tool should be used to parse and display the response within the email?

- A. GTL
- **B. Node.JS**
- C. SSJS
- D. Apex

Answer: B

NEW QUESTION # 47

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