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Salesforce Marketing-Cloud-Consultant (Salesforce Certified Marketing Cloud Consultant) Certification Exam is a professional certification that recognizes individuals who have demonstrated expertise in Salesforce Marketing Cloud. Salesforce Marketing Cloud is a powerful platform that enables businesses to create and execute targeted marketing campaigns across various channels such as email, mobile, social media, and web. Salesforce Certified Marketing Cloud Consultant certification exam evaluates an individual's knowledge and skills in areas such as email marketing, mobile marketing, social media advertising, data management, and analytics.

# Salesforce Certified Marketing Cloud Consultant Sample Questions (Q28-Q33):

## NEW QUESTION # 28
Northern Trail Outfitters is using Journey Builder to send emails to loyalty members based on recent activity.
They anticipate that approximately half of their contacts will meet the entry criteria for their journey.
How should they configure their entry source?

- A. Use an Import Activity in Automation studio to filter the data as a Data Extension Entry Source.
- B. Use a Contact Data Entry Source to segment the data configured in Attribute Groups in Contact Builder.
- C. Use a Query Activity in Automation Studio to create a segment before entering the journey.
- D. Use a Data Extension Entry Source with an applied filter based on recent member activity.

**Answer: B**

Explanation:
Explanation
To send emails to loyalty members based on recent activity, a contact data entry source can be used to segment the data based on attributes and filters configured in Contact Builder. This allows for more flexibility and scalability than using a data extension entry source with an applied filter. References:
https://help.salesforce.com/s/articleView?id=sf.mc_jb_entry_sources.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_attribute_groups.htm&type=5

## NEW QUESTION # 29
A customer wants to improve the previous 10 years purchase data n their Marketing Cloud account. Through discovery, it is determined there are over 200 million records they plan to upload via the REST API, and this volume will continue to grow as the current purchase data is added.
Which two questions should be asked for further discovery?
Choose 2 answers

- A. Does their License include time Large Extensions feature?
- B. How many API calls are expected to be made at the ask hourly rate?
- C. What time of day are the API calls made?
- D. Why do they require 10 years' historical data in Marketing Cloud?

**Answer: B,D**

Explanation:
* How many API calls are expected to be made at peak hourly rate? This question will help determine if they have enough API limits and bandwidth for importing large volumes of data via REST API into Marketing Cloud. The REST API has limits on how many requests can be made per hour per account based on license type and edition.
* Why do they require 10 years' historical data in Marketing Cloud? This question will help determine if they have a valid business case and use case for importing large volumes of historical data into Marketing Cloud. Depending on their marketing objectives and strategies, they may not need 10 years' historical data in Marketing Cloud, which could reduce their storage needs and costs.
What time of day are the API calls made is not relevant to determining a solution for importing large volumes of data via REST API into Marketing Cloud, as it does not affect how data is imported or processed. Whether someone needs to be notified if an error happens on import is not relevant to determining a solution for importing large volumes of data via REST API into Marketing Cloud, as it does not affect how data is imported or processed. References:
https://help.salesforce.com/s/articleView?id=sf.mc_overview_large_data_extensions.htm&type=5

**NEW QUESTION # 30**
Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.
Which method should they use to send the email from Marketing Cloud?

- A. Use Content Builder Send Flow to send the email to the Salesforce Campaign
- B. Create a scheduled Automation with a Query Activity and a Send Email Activity
- C. Create a Journey with a Salesforce Data entry source and an Email Activity
- D. Create a Journey with a Salesforce Campaign entry source and an Email Activity

**Answer: C**

Explanation:
Explanation
To send a welcome email to contacts when a contact record is added as a campaign member to a 'Loyalty Member' campaign in Sales Cloud, Northern Trail Outfitters should create a journey with a Salesforce Data entry source and an email activity. A Salesforce Data entry source allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as campaign members. An email activity allows marketers to send an email message to contacts in a journey. References: https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_jb_email.htm&type=5

**NEW QUESTION # 31**
Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.
What should be used to prevent emails from being sent if they exceed 2500 contacts?

- A. Stop Activity
- B. Query Activity
- C. Verification Activity
- D. Script Activity

**Answer: C**

Explanation:
A Verification Activity in Automation Studio checks the number of records in a data extension before proceeding.If the number exceeds a specified threshold (e.g., 2500 contacts), the automation can be halted, preventing the send.
Reference:
Salesforce Help:Verification Activity

**NEW QUESTION # 32**
Northern Trail Outfitters (NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. These emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.
How should NTO marketers ensure there's a limit to the number of times a particular image asset can be chosen for a customer?

- A. Set a Fallback Asset.
- B. Set Fatigue Rules for the product Asset Classes.
- C. Ask the content team to create more images in order to diversify the asset pool.
- D. Utilize Einstein Engagement Frequency to send the emails less often.

**Answer: B**

Explanation:
Fatigue Rules in Einstein Content Selection allow marketers to limit how many times a specific asset can be shown to a customer over a defined time frame. This ensures better asset variety and prevents customers from seeing the same content repeatedly.
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Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Einstein Content Selection Fatigue Rules
# "Fatigue rules allow you to set restrictions on how often an asset or class of assets appears to an individual over a specific timeframe, improving engagement and reducing redundancy."
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## NEW QUESTION # 33

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