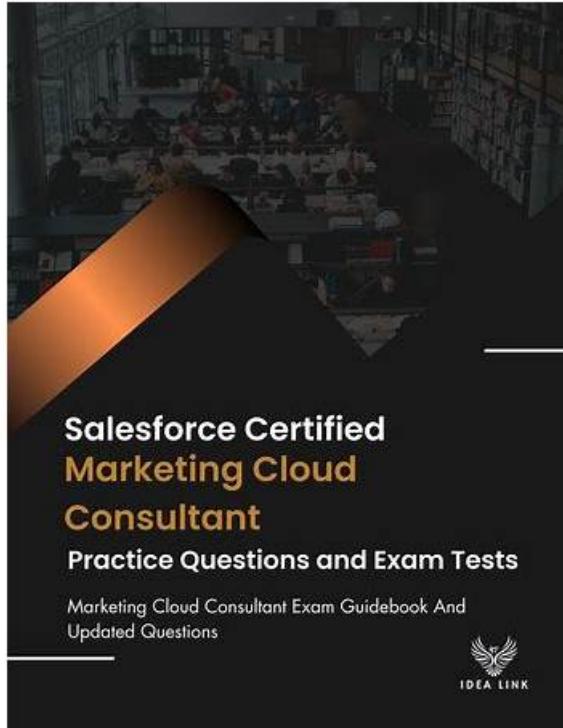# Marketing-Cloud-Consultant Latest Practice Questions & Certification Marketing-Cloud-Consultant Questions

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Salesforce Marketing-Cloud-Consultant Certification is an important credential for marketing professionals who work with the Salesforce Marketing Cloud platform. Marketing-Cloud-Consultant exam is designed to assess the candidate's skills and knowledge of the platform, as well as their ability to design, implement, and manage effective marketing campaigns. Candidates can prepare for the exam by taking online courses, attending training sessions, and reading study materials provided by Salesforce. Passing the exam demonstrates a candidate's expertise in using the Salesforce Marketing Cloud platform to help businesses optimize their marketing efforts.

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q127-Q132):

NEW QUESTION # 127
A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history. That database only updates once a day where new records can be created and merged. The database uses an "Email ID," which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.
What key issue should be addressed? Choose 3 answers

- A. How will Marketing Cloud and the database sync up?
- B. What will be used as the Subscriber Key?
- C. What publication lists will be used?
- D. Will the company need a custom preference center?
- E. Will new users have an "Email ID"?

Answer: A,B,E

NEW QUESTION # 128
Northern Trail Outfitters and its subsidiaries use Sales Cloud and Marketing Cloud to send customers frequest email communications of new products and updates on their portfolios. They have noticed the messages and branding being sent varies greatly and would like to create a bether customer experience.
What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

- A. Einstein Content Selection
- B. Marketing Cloud Connect
- C. Distributed Sending
- D. Distributed Marketing

Answer: C

NEW QUESTION # 129
Northern Trail Outfitters (NTO) uses the SAP domain comms.nto.com and has just opened an office in Australia. They have created a business unit for their new office and want to use the domain comms.nto.com.au to send emails to their Australian customers.
What would be required to enable sending emails from their new domain without impacting deliverability?

- A. An additional IP address
- B. An additional private domain
- C. Register the new domain in Setup > From Address Management
- D. An additional Sender Authentication Package

Answer: A

NEW QUESTION # 130

Northern Trail Outfitters (NTO) is launching a new campaign that will collect subscriber information to better target and segment its marketing communications.

NTO wants to target users of its app and social platforms who have not engaged with previous emails in the campaign. If the subscriber opens or clicks after three messages, they will be removed from the campaign.

Which solution should the consultant implement?

- A. A File Drop Automation with Filtered Data Extensions
- B. User-Initiated Send Definition with User-Initiated Send Definitions
- C. A Multi-Step Automation with User-Initiated Send Definitions
- D. A Multi-Step Journey with Data Extension/Automation entry source

Answer: D

Explanation:
A Multi-Step Journey in Journey Builder is best suited to handle dynamic behaviors like:
* Sending a series of emails.
* Evaluating engagement (opens, clicks).
* Removing subscribers from the journey if engagement criteria are met.
Data Extension/Automation entry source allows for automated injection of contacts based on updated records (like non-engagers).
-
Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Journey Builder Multi-Step Journeys
"Multi-Step Journeys allow you to send multiple communications, wait for engagement, and adjust the journey path based on subscriber behavior."
-

NEW QUESTION # 131

Northern Trail Outfitters wants to use Marketing Cloud to send notifications to customers when their orders are ready for in-store pickup. The notifications can be either SMS or email depending on their communications preference.

How should the consultant set this up?

- A. Journey Builder Transactional Send Journey.
- B. Journey Builder multi-step journey with an API entry event and a decision split.
- C. Create an Outbound Message in MobileConnect with AMPscript in body to trigger an email confirmation as a fallback.
- D. Automation with a Send SMS and Send Email activity in separate consecutive steps.

Answer: B

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is D - Journey Builder multi-step journey with an API entry event and a decision split.
* API Entry Event: Order system triggers a real-time entry into the Journey when the order is ready.
* Decision Split: Based on customer's communication preference (SMS or Email), the journey will send the appropriate message.
#Why others are wrong:
* A: MobileConnect Outbound Message can't dynamically decide fallback channel inside AMPscript easily.
* B: Transactional Send Journeys are typically for single email sends, not channel preference branching.
* C: Automation Studio is time-based, not ideal for real-time order notifications and dynamic preference handling.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Journey Builder API Entry Event:
"API Event Entry allows external systems to trigger customer journeys in real-time, optionally combined with Decision Splits to deliver different channel communications based on customer attributes." (Source:https://help.salesforce.com/s/articleView?id=sf.mc_jb_api_event_source.htm)

NEW QUESTION # 132

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