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To take the Salesforce Marketing-Cloud-Consultant Certification Exam, the candidate must have a strong understanding of marketing automation and Salesforce Marketing Cloud. Marketing-Cloud-Consultant exam is intended for professionals with at least two years of experience in marketing automation, email marketing, or digital marketing.

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Salesforce Certified Marketing Cloud Consultant Certification Exam consists of 60 multiple-choice questions and candidates are given 105 minutes to complete the exam. Marketing-Cloud-Consultant exam is administered through a computer-based format and can be taken either on-site or remotely. Marketing-Cloud-Consultant Exam is designed to test the candidate's ability to apply their knowledge of Salesforce Marketing Cloud to real-world scenarios and challenges. Candidates must score at least 68% to pass the exam and earn their certification.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q70-Q75):

NEW QUESTION # 70
Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment.
Which process should the consultant utilize for a reliable send method?

- A. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow
- B. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
- C. Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event
- D. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send

Answer: D

Explanation:
To send an email to one million contacts in Sales Cloud using 10+ fields to segment contacts, Northern Trail Outfitters should send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow. Sending to a Salesforce Report allows marketers to use existing reports in Sales Cloud as target audiences in Marketing Cloud without importing or syncing data. Using Email Studio Send Flow allows marketers to select an audience, an email message, and other options for sending an email campaign.References:https://help.salesforce.com/s/articleView?id=sf.mc_co_send_flow.htm&type=5

NEW QUESTION # 71
A customer is creating a re-engagement campaign. The Campaign only targets subscribers who have had emails fail at send time due to held status within the last 60days. The goal is to send an SMS to the subscribers asking them if they want to update their email address.
What should a consultant recommend to meet the criteria?

- A. Use SQL Query and File Transfer activities from Automation Automation Studio to inject the subscribers into an API Event used as Entry Source by Journey Builder
- B. Use Tracking Extract, File Transfer, and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.
- C. Use SQL Query and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder
- D. use Data Extension Extract and Import activities from Automation Automation Studio to inject the subscribers into a CloudPage used as an Entry Source by Journey Builder

Answer: B

Explanation:
Explanation
By using Tracking Extract, File Transfer, and Import activities from Automation Studio, you can extract the data from the subscribers who have had emails fail due to held status within the last 60 days [1][2], and then transfer the data into a data extension that can be used as an Entry Source for Journey Builder. This will allow you to create an SMS message that can be sent to the subscribers to ask them to update their email address.

Additionally, Automation Studio provides the ability to schedule and automate the process so that the data is regularly updated and the SMS message is sent on a regular basis. For further information, please refer to the following Salesforce documentation:
* Automation Studio Overview: https://help.salesforce.com/articleView?id=mc_as_overview.htm&type=5 * Automation Studio Activities: https://help.salesforce.com/articleView?id=mc_as_activities.htm&type=5 * Data Extensions Overview: https://help.salesforce.com/articleView?id=mc_es_data_extensions.htm&type=5 * Journey Builder Overview: https://help.salesforce.com/articleView?id=mc_jb_overview.htm&type=5

NEW QUESTION # 72

For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering implementing Tokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive emails per year.
Which two considerations should be made about Tokenized Sending? (Choose 2 answers)

- A. Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
- B. Personalization Strings still allow PII to be displayed within an email.
- C. Journey Builder Decision Splits provide a method to access data of Tokenized data natively.
- D. Tokenized Sending should be combined with field-level data encryption for additional security.

Answer: A,B

NEW QUESTION # 73

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

Answer: B

NEW QUESTION # 74

A company is hosting a series of events and wants its customers who register to enter into a journey.
Which two methods are viable configurations for entry? Choose 2 answers

- A. A Smart Capture form hosted in CloudPages that populates the entry source.
- B. A Smart Capture form hosted in CloudPages that updates a Profile attribute.
- C. A form hosted on the company website that fires the entry event via SOAP API.
- D. A form hosted on the company website that fires the entry event via REST API.

Answer: A,C

NEW QUESTION # 75

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