

# Certification Marketing-Cloud-Consultant Dumps & Marketing-Cloud-Consultant Valid Torrent



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It is universally accepted that in this competitive society in order to get a good job we have no choice but to improve our own capacity and explore our potential constantly, and try our best to get the related Marketing-Cloud-Consultant certification is the best way to show our professional ability, however, the Marketing-Cloud-Consultant Exam is hard nut to crack but our Marketing-Cloud-Consultant preparation questions are closely related to the exam, it is designed for you to systematize all of the key points needed for the Marketing-Cloud-Consultant exam.

Salesforce Certified Marketing Cloud Consultant certification is a valuable asset for professionals in the marketing industry. It demonstrates a high level of expertise in Marketing Cloud and sets candidates apart from their peers. Salesforce Certified Marketing Cloud Consultant certification also opens up new opportunities for career advancement, as employers are increasingly looking for candidates with proven skills and knowledge in Marketing Cloud.

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## Salesforce Marketing-Cloud-Consultant Valid Torrent - Exam Marketing-Cloud-Consultant Topics

In order to make the Marketing-Cloud-Consultant exam easier for every candidate, PremiumVCEDump compiled such a wonderful Marketing-Cloud-Consultant study materials that allows making you test and review history performance, and then you can find your obstacles and overcome them. In addition, once you have used this type of Marketing-Cloud-Consultant Exam Question online for one time, next time you can practice in an offline environment. It must be highest efficiently exam tool to help you pass the Marketing-Cloud-Consultant exam.

To pass the Salesforce Marketing-Cloud-Consultant Certification Exam, candidates must demonstrate their proficiency in various technical and functional aspects of Salesforce Marketing Cloud. This includes knowledge of the platform's features and capabilities, understanding of industry best practices, ability to design and execute effective marketing campaigns, and proficiency in data management and analysis. Individuals who earn this certification are recognized as experts in Salesforce Marketing Cloud and are

well-positioned to advance their careers in marketing and technology.

## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q65-Q70):

### NEW QUESTION # 65

Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend? (Choose 2 answers)

- A. Mobile Device ID
- B. Email
- C. Loyalty Program Number
- D. CRM ID

**Answer: C,D**

Explanation:

Explanation

To choose a subscriber key for Marketing Cloud, Northern Trail Outfitters should use a value that is unique, persistent, and channel-agnostic. A CRM ID or a loyalty program number are both good options, as they meet these criteria and can be used to identify and track subscribers across different channels and platforms. Email and mobile device ID are not good options, as they are not unique or persistent (subscribers can change their email or device) and they are specific to one channel (email or mobile). References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_subscriber\\_key.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5)

### NEW QUESTION # 66

Northern Trail Outfitters wants to connect relational data into their Journey without overloading the entry data.

How should they connect the data?

- A. Data Designer
- B. Contact Configuration
- C. Entry Source Data Extension
- D. Data Relationships

**Answer: A**

### NEW QUESTION # 67

A customer's web developer team is creating a form that will leverage a Marketing Cloud REST API endpoint to upsert rows into a data extension.

How should the consultant create an installed package in Marketing Cloud to facilitate this functionality?

- A. Instruct the web team to store the client ID and secret in the client-side code.
- B. Create a separate installed package for each individual web form.
- C. Ensure the package scope includes Read and Write permissions for data extensions.
- D. Enable the package for all business units in the Marketing Cloud account.

**Answer: D**

Explanation:

Creating an installed package in Marketing Cloud with Read and Write permissions for data extensions should be used to facilitate the functionality of upserting rows into a data extension using a REST API endpoint. An installed package is a container for one or more API integrations that provides authentication credentials and permissions for accessing Marketing Cloud resources. Read and Write permissions for data extensions allow the API integration to retrieve and modify data in data extensions. References:

[https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/create\\_a\\_package.html](https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/create_a_package.html)<https://developer>

### NEW QUESTION # 68

A customer executes a large number of sends via Marketing Cloud connect and is concerned about API limits.

What should the consultant suggest to minimize the impact of Marketing Cloud Connect on daily API limits?  
(Choose two.)

- A. Filter data
- **B. Upgrade the MC account to ConnectedApp**
- **C. Turn off Individual Levels Tracking**
- D. Turn off link details tracking

**Answer: B,C**

#### NEW QUESTION # 69

A customer wants to create a mobile app that requires users to log in or register before accessing their data. Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

- **A. User device data is unavailable in Contact Builder for up to 24 hours.**
- B. All mobile app users will create additional Contacts in Marketing Cloud.
- C. Existing users will create additional Contacts in Marketing Cloud.
- D. Newly registered users will create additional Contacts in Marketing Cloud.

**Answer: A**

#### NEW QUESTION # 70

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