

# New Marketing-Cloud-Consultant Exam Format, Valid Marketing-Cloud-Consultant Exam Review



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There are great and plenty benefits after the clients pass the test. Because the knowledge that our Marketing-Cloud-Consultant study materials provide is conducive to enhancing the clients' practical working abilities and stocks of knowledge, the clients will be easier to increase their wages and be promoted by their boss. Besides, they will be respected by their colleagues, friends and family members and be recognized as the elites among the industry. They will acquire more access to work abroad for further studies. So the clients must appreciate our Marketing-Cloud-Consultant Study Materials after they pass the test.

Obtaining the Salesforce Certified Marketing Cloud Consultant certification requires significant dedication and effort. Candidates must have a deep understanding of marketing automation concepts, as well as practical experience in implementing marketing campaigns using the Salesforce Marketing Cloud platform. By earning this credential, professionals can demonstrate their expertise to potential employers and clients, and gain a competitive edge in the job market.

In addition to the certification exam, Salesforce offers a range of training resources and study materials to help candidates prepare for the exam. These include online courses, study guides, and practice exams. By utilizing these resources, candidates can enhance their knowledge and increase their chances of passing the exam on the first attempt.

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## Valid Marketing-Cloud-Consultant Exam Review - Marketing-Cloud-Consultant Valid Test Pattern

The Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) is one of the popular exams of Marketing-Cloud-Consultant. It is designed for Salesforce aspirants who want to earn the Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) certification and validate their skills. The Marketing-Cloud-Consultant test is not an easy exam to crack. It requires dedication and a lot of hard work. You need to prepare well to clear the Marketing-Cloud-Consultant test on the first attempt. One of the best ways to prepare successfully for the Marketing-Cloud-Consultant examination in a short time is using real Salesforce Marketing-Cloud-Consultant Exam Dumps.

## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q53-Q58):

### NEW QUESTION # 53

A large retail group consists of a corporate team and several divisions operating under different brand names. All plan to share one Marketing Cloud account. Each brand has its own marketing department and operates independently, with its own creative assets, subscribers, and data structure. What are the two reasons why the recommended account configuration is one corporate Parent account, with each brand configured as a separate child Business Unit? (Choose two.)

- A. User roles can be customized to allow or deny specific permissions.
- **B. Subscribers can be maintained at the Business Unit level.**
- C. Email sends can be separated into Tracking folders for each brand.
- **D. Brands can set their own physical address and SAP.**

**Answer: B,D**

#### **NEW QUESTION # 54**

Northern Trail Outfitters is noticing a gradual decline in the percentage of conversions per emails sent in their digital marketing campaign. A new initiative is being adopted to reverse the trend

What action should be taken to increase subscriber engagement?

Choose 2 answers

- A. Increase volume of emails to a wider audience.
- **B. Adopt a Cart Abandonment Email Campaign.**
- **C. Increase the use of dynamic content in emails.**
- D. Introduce more identity verification steps in check out process.

**Answer: B,C**

#### **NEW QUESTION # 55**

Northern Trail Outfitters has been using Marketing Cloud for one of their brands for the last year and wants to migrate another brand to their portfolio. The two brands have contrasting target groups and identities so they need the emails and landing pages to have different styles that refrain from mentioning the other brand in any way.

What should be recommended?

- A. Create a new business unit for the new brand.
- **B. Request a second SAP for the existing business unit.**
- C. Request a Private Domain to be added to the existing business unit.
- D. Implement a new SSL Certificate for the new brand.

**Answer: B**

#### **NEW QUESTION # 56**

Northern Trail Outfitters (NTO) is the holding company of three subsidiaries: Universal Containers, Ursa Major Solar, and Cloud Kicks. NTO recently purchased Marketing Cloud and has asked its consultant to recommend a scalable business unit (BU) hierarchy. They don't plan on executing any marketing campaigns on behalf of the NTO holding company, but NTO employees would like access to all subscribers and aggregate reporting. Additionally, each subsidiary business will be regularly running campaigns and should have their own branding, content, and subscribers.

Which solution should the consultant recommend?

- A. One parent BU and one child BU
- B. One parent BU and two child BUs with their own Sender Authentication Packages.
- C. One parent BU with three additional private domains.
- **D. One parent BU and three child BUs with their own Sender Authentication Packages.**

**Answer: D**

#### **NEW QUESTION # 57**

A financial services customer wants to send email to customers who log in for the first time on a new IP. This message should be deployed as fast as possible due to its sensitive content. The message contains information related to the login IP.

What should a consultant recommend to deploy the email?

- A. Inject the subscriber into a Journey.
- B. Use a User-Initiated Emails Interaction.
- **C. Use the Transactional Messaging API.**

- D. Execute a Triggered Emails Interaction.

**Answer: C**

### Explanation:

The Transactional Messaging API can be used to send email to customers who log in for the first time on a new IP. The Transactional Messaging API allows for fast and reliable delivery of transactional messages, such as password resets, order confirmations, or account alerts. The message can include information related to the login IP by using personalization strings or AMPscript variables. References:

<https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/transactional-messaging-api.html>

## NEW QUESTION # 58

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