Salesforce Marketing-Cloud-Consultant Practice Test - Overcome Your Mistakes And Build Confidence
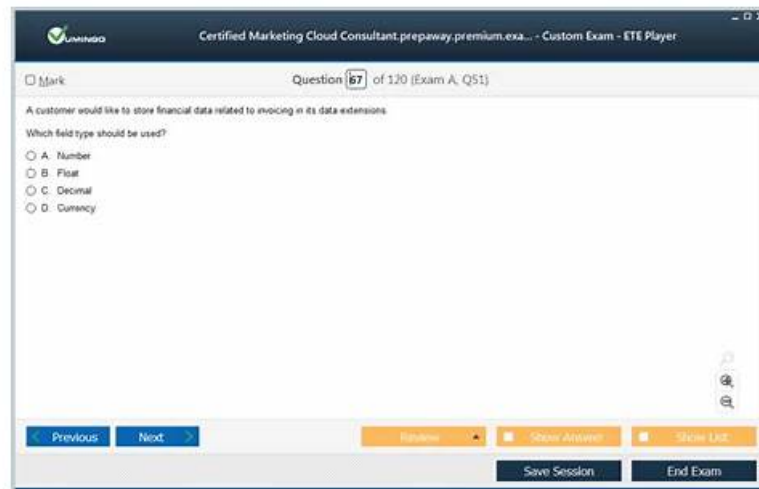
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Salesforce Marketing-Cloud-Consultant Certification Exam is a rigorous exam that tests the skills and knowledge of a professional in Salesforce Marketing Cloud. It consists of 60 multiple-choice questions that need to be answered within 90 minutes. To pass the exam, a candidate needs to score a minimum of 68%.

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Not only our Marketing-Cloud-Consultant study guide has the advantage of high-quality, but also has reasonable prices that are accessible for every one of you. So it is incumbent upon us to support you. On the other side, we know the consumers are vulnerable for many exam candidates are susceptible to ads that boost about Marketing-Cloud-Consultant skills their practice with low quality which may confuse exam candidates like you, so we are trying hard to promote our high quality Marketing-Cloud-Consultant study guide to more people.

Salesforce Marketing-Cloud-Consultant exam is a great way for professionals to demonstrate their expertise and credibility in Salesforce Marketing Cloud. It validates their ability to develop and implement marketing strategies that drive customer engagement and business growth. Salesforce Certified Marketing Cloud Consultant certification also helps professionals to enhance their career prospects by opening up new job opportunities and higher salaries. Moreover, it allows organizations to identify and hire skilled marketing professionals who can leverage the full potential of Salesforce Marketing Cloud to achieve their marketing goals.

Salesforce Marketing-Cloud-Consultant Certification Exam is an excellent way for marketing professionals to demonstrate their expertise in Marketing Cloud and prove their value to employers. It is a challenging exam that requires a combination of practical experience and study, but the benefits of certification are well worth the effort. With the demand for Marketing Cloud professionals on the rise, becoming a Salesforce Certified Marketing Cloud Consultant can open up new opportunities for career growth and advancement.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q72-

Q77):

NEW QUESTION # 72
Which two statements about a database of record are correct?
Choose 2 answers:

- A. A database of record is a data structure in which multiple opt-in statuses can be stored for a subscriber
- B. A database of record is system in which subscriber's status is maintained
- C. A database of record is any database that contains subscriber data
- D. A database of recordis a centralized storage repository of data about objects or people

Answer: B,D

NEW QUESTION # 73
A marketer wants to capture open-ended feedback from customers via SMS and write it to a data extension.
How could MobileConnect be used to accomplish this?

- A. Use an outbound message template with embedded AMPscript to capture the response.
- B. Use an info capture message template to capture the response.
- C. Use a vote/survey message template to capture the response.
- D. Use a text-response message template with embedded AMPscript to capture the response.

Answer: D

Explanation:
Explanation
To capture open-ended feedback from customers via SMS and write it to a data extension, Northern Trail Outfitters should use a text-response message template with embedded AMPscript to capture the response. A text-response message template is a template that allows marketers to send a text message to a mobile number and receive a reply. AMPscript is a scripting language that allows marketers to perform complex tasks within messages, such as inserting data into a data extension. References:
https://help.salesforce.com/s/articleView?id=sf.mc_moc_text_response.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_ampscript_overview.htm&type=5

NEW QUESTION # 74
A customer wants to perform an email send to a subset of a Synchronized Data Extension filtered on custom object data and return tracking to the Sales Cloud.
What approach should the consultant recommend?
Choose 2 answers

- A. Use Data Filters or Query Activities to output a Sendable Salesforce Data Extension.
- B. Use Data Filters to segment data to output a Sendable Data Extension
- C. Use Query Activities to create a Sendable Synchronized Data Extension.
- D. Use Data Stream to sync Sales Cloud objects to the Marketing Cloud.

Answer: A,D

NEW QUESTION # 75
Northern Trail Outfitters is migrating from a legacy emailing tool to Marketing Cloud. As part of the migration, they have to go through a security review. Their data privacy team has made it clear that the data in the sandbox should never be mixed with data In production during testing cycles.
What recommendation would a consultant provide on the architecture to fulfill this requirement?

- A. Create one or more additional business units for testing.
- B. Ensure test sends are done from data extensions with attribute 'Is Testing1.
- C. Implement two separate Marketing Cloud instances.
- D. Use Subscriber Filter per business unit to filter production from test data.

Answer: C

NEW QUESTION # 76

A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.
How should a consultant begin troubleshooting the connection?

- A. Validate Marketing Cloud and Sales Cloud permissions for the connecting users.
- B. Create new Marketing Cloud and Sales Cloud users and perform a new installation.
- C. Create and send an email in Email Studio to test the connection and validate tracking.
- D. Validate Marketing Cloud and Sales Cloud users have access to the business unit.

Answer: A

Explanation:
The most common cause for not seeing or syncing Sales Cloud objects in Contact Builder after a successful connection is incorrect permission settings. Both the Salesforce CRM user and the Marketing Cloud API User must have specific permissions (like API Enabled, Modify All Data, View All Data, and Marketing Cloud Connected App permissions).
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Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Marketing Cloud Connect User Permissions
"Ensure that the Salesforce user and Marketing Cloud API user have the correct permissions to sync data objects and access CRM data from Contact Builder." Source: Marketing Cloud Connect Implementation Guide
"Proper object permissions and field-level access are required for synchronized CRM objects to appear in Contact Builder."
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NEW QUESTION # 77

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