

# Quiz Salesforce - Marketing-Cloud-Consultant–The Best Pass Rate



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Earning the Salesforce Marketing-Cloud-Consultant Certification is an excellent way for marketing professionals to validate their skills and expertise in the Salesforce Marketing Cloud platform. It demonstrates a deep understanding of the platform's capabilities and the ability to provide strategic guidance to clients on how to use it effectively. With this certification, individuals can stand out in a competitive job market and increase their career opportunities.

Salesforce Certified Marketing Cloud Consultant certification is a valuable credential for marketing professionals who work with the Salesforce Marketing Cloud platform. It demonstrates a deep understanding of the platform and the ability to apply it to real-world marketing scenarios. Passing the certification exam can open up many career opportunities and help you advance in your marketing career.

>> Marketing-Cloud-Consultant Pass Rate <<

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### Salesforce Certified Marketing Cloud Consultant Sample Questions (Q31-Q36):

#### NEW QUESTION # 31

A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would like to pull data on which email addresses receive which emails. What functionality could be used to accomplish this?

- A. Tracking Extract
- **B. Send Log**
- C. Recent Email Send Report
- D. Data Views

**Answer: B**

Explanation:

Explanation

A send log is a data extension that captures information about each email send, such as subscriber key, email name, subject line, and send time. It can also capture custom fields that are populated at send time, such as email address or personalized content. A send log can be used to analyze which email addresses receive which emails and when. References:

[https://help.salesforce.com/articleView?id=sf.mc\\_es\\_send\\_logging.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_es_send_logging.htm&type=5)

#### NEW QUESTION # 32

A customer wants to automate the process of sending a series of welcome emails based on the Subscriber's data. Emails should be sent weekly for up to five weeks. If a subscriber makes a purchase, they should stop receiving welcome emails. A Boolean flag should be set in the data extension if the subscriber makes it through the welcome series. Which steps should be used to accomplish this in Journey Builder?

- A. Define Goal, Send Email, Wait, Decision Split
- B. Update Contact Data, Wait, Send Email, Join
- C. Random Split, Send Email, Wait, Define Goal
- **D. Define Goal, Update Contact Data, Send Email, Wait**

**Answer: D**

#### NEW QUESTION # 33

A customer wants to send an email confirming opt-in when someone signs up for their emails via a form on their website. The email should arrive within a few minutes of completing the form, and all of the form data needs to be stored in Marketing Cloud to personalize the outgoing email. The customer has access to a developer for working with APIs, but they want to be able to change the email creative without involving the developer. What should a consultant recommend?

- A. Use the WSPProxy via SSJS to deploy the email after capturing form data.
- **B. Use a Triggered Send Data Extension to capture form data and deploy the email.**
- C. Use a SQL Query activity in Automation Studio to run hourly and deploy emails.
- D. Use a Send Email activity in Automation Studio to run hourly and deploy emails.

**Answer: B**

Explanation:

#### Explanation

To send an email confirming opt-in when someone signs up for their emails via a form on their website, a triggered send data extension can be used to capture the form data and deploy the email. The triggered send data extension can be linked to a triggered send definition that contains the email creative and settings. The developer can use the SOAP or REST API to trigger the email from the website form, and the marketing team can change the email creative without involving the developer. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_es\\_triggered\\_sends.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_es_triggered_sends.htm&type=5)

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#### NEW QUESTION # 34

Which customers would benefit most from purchasing a Sender Authentication Package (SAP)?

- A. A growing retailer that currently leverages Marketing Cloud's MobileConnect and MobilePush.
- B. A nonprofit organization that sends roughly 50,000 newsletter emails per month.
- C. A customer who wants to share another IP within their account structure and is unconcerned about branding at this time.
- **D. A growing consumer brand that expects to send 500,000 emails per month and would like email branding to be consistent with its domain.**

**Answer: D**

#### NEW QUESTION # 35

Northern Trail Outfitters (NTO) wants to send using the From Address of marketing@email.nto.com. They will then automatically forward replies to customerservice@nto.com. NTO also wants to include an automatic reply to the customer's email address customer@example.com.

Which email address would appear as the From Address for the automatic reply to the customer?

- A. marketing@email.nto.com
- **B. customerservice@nto.com**
- C. reply@marketingcloud.com
- D. customer@example.com

**Answer: B**

#### Explanation:

The scenario involves Northern Trail Outfitters (NTO) configuring an email send in Salesforce Marketing Cloud (SFMC) with a From Address of marketing@email.nto.com, automatically forwarding replies to customerservice@nto.com, and sending an automatic reply to the customer's email address (customer@example.com). The question asks which email address appears as the From Address for the automatic reply. Let's analyze each option based on SFMC's Reply Mail Management (RMM) functionality and official documentation:

\* Option A: customerservice@nto.com In SFMC, Reply Mail Management (RMM) allows users to configure how replies to emails are handled, including forwarding replies to a designated email address and sending automatic replies to the customer. When RMM is configured to forward replies to an email address (e.g., customerservice@nto.com), this address can also be set as the From Address for the automatic reply sent to the customer. The SFMC documentation states: "Reply Mail Management allows you to specify a reply email address for automatic replies, which can be different from the From Address used in the send." In this scenario, NTO configures replies to be forwarded to customerservice@nto.com, and the automatic reply is sent to the customer (customer@example.com).

The automatic reply's From Address is typically set to the reply email address configured in RMM, which is customerservice@nto.com. This aligns with standard email practices, where the reply address is used for automated responses to indicate where further communication should be directed. This makes Option A the correct choice.

\* Option B: reply@marketingcloud.com The address reply@marketingcloud.com is not a standard or configurable email address in SFMC. SFMC does not use a generic Marketing Cloud domain for reply handling unless explicitly configured by the user, which is not indicated in the scenario. The SFMC documentation for RMM does not reference a default Marketing Cloud address like reply@marketingcloud.com for automatic replies. Instead, it emphasizes user-defined reply addresses, such as the one specified for forwarding replies (customerservice@nto.com). This option is incorrect, as it does not align with SFMC's RMM configuration.

\* Option C: customer@example.com The customer's email address (customer@example.com) is the recipient of the automatic reply, not the sender. Using the customer's email address as the From Address for the automatic reply would be illogical, as it would appear as though the customer is sending the reply to themselves. The SFMC documentation clarifies that the From Address for automatic replies is determined by the RMM settings, specifically the reply email address configured for the send. There is no mechanism in SFMC to set the recipient's email address as the From Address for an automatic reply. This option is incorrect.

\* Option D: marketing@email.nto.com The address marketing@email.nto.com is the From Address used for the initial email send.

While it's possible to configure the automatic reply to use the same From Address as the original email, this is not the default behavior in SFMC's RMM when a different reply address is specified. In this scenario, NTO explicitly forwards replies to customerservice@nto.

com, indicating that this address is intended for reply handling. The SFMC documentation notes that "if a reply email address is specified in RMM, it is used for automatic replies unless otherwise configured." Using marketing@email.nto.com for the automatic reply would not reflect the reply handling setup, as it does not align with the forwarded reply address. This option is incorrect. Why Option A is Correct:

SFMC's Reply Mail Management allows NTO to configure the From Address of the initial email (marketing@email.nto.com), forward replies to a designated address (customerservice@nto.com), and send an automatic reply to the customer (customer@example.com). The automatic reply's From Address is determined by the reply email address set in RMM, which is customerservice@nto.com in this case. The SFMC documentation confirms: "The reply email address specified in Reply Mail Management is used as the From Address for automatic replies sent to the recipient." This ensures the automatic reply appears to come from the customer service team, aligning with NTO's configuration and standard email practices.

References:

Salesforce Marketing Cloud Documentation: Email Studio, "Reply Mail Management (RMM)" Salesforce Marketing Cloud Documentation: Email Studio, "Configure Reply Email Addresses" Salesforce Marketing Cloud Study Guide: Email Sending and Reply Handling Best Practices

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## NEW QUESTION # 36

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