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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q36-Q41):

NEW QUESTION # 36

A consultant wants to trigger an email whenever the status field on the Lead Object changes to Hot, Tracking data will need to be kept in the sales cloud.

Which three steps should the consultant use in the solution

- A. Put a SOAP API in place via the marketing cloud API
- B. Create the triggered send definition in the marketing cloud
- C. Write an Apex Trigger on the Lead object
- D. Create the triggered send definition in the sales cloud
- E. Enable triggered sends on the Lead object in configuration

Answer: B,C,E

NEW QUESTION # 37

Northern Trail Outfitters wants to have a periodic, dynamic newsletter sent to a set data extension, but the data in this data extension will be regularly updated, and the subscribers inside could be removed/added multiple times.

What option should speed up the delivery while meeting these criteria?

- A. Journey that allows re-entry after exiting
- B. Scheduled Automation using a Send Activity
- C. Scheduled Automation utilizing Triggered Send Emails
- D. Single Send Journey

Answer: B

Explanation:

A Scheduled Automation using a Send Activity is ideal for sending emails to a data extension that is regularly updated.This approach allows for efficient and timely sends without the overhead of journey management, making it suitable for periodic newsletters with dynamic subscriber lists.

Reference:

Salesforce Help:Automation Studio Activities

NEW QUESTION # 38

Northern Trail Outfitters maintains their primary customer identity in their ERP system but managers their customer service via Service Cloud. Customer data is updated in real-time based on changes in the ERP, and the ERP customer ID serves as the Customer Key. They want to leverage Synchronized Data Extensions to import data about cases from Service Cloud every 15 minutes.

What consideration should be made before implementing this solution?

- A. The number of contacts added to the instance will be approximately twice as large by using this integration pattern.
- B. Moving to use the email address as the contact key would simplify the integration since it is common to both systems.
- C. Marketing Cloud will deduplicate customers based on their email address, meaning some customers may be overwritten or not receive email.
- D. They will have to migrate to use Service Cloud IDs, such as the Contact ID, as the contact key instead of ERP IDs.

Answer: D

NEW QUESTION # 39

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

Answer: D

Explanation:
To fulfill the requirement that the data in the sandbox should never be mixed with data in production during testing cycles, Northern Trail Outfitters should implement two separate Marketing Cloud instances. A Marketing Cloud instance is an independent environment that contains its own data, configuration, and functionality. Having two separate instances for sandbox and production will ensure data isolation and security during testing cycles.References:https://help.salesforce.com/s/articleView?id=sf.mc_overview_marketing_cloud_instances.htm

NEW QUESTION # 40
A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The owners of franchised stores add a customized local message to the marketing campaign.
What hierarchy should be recommended?

- A. A parent business unit for each franchise owner
- B. One parent business unit and a child business unit for franchise owners.
- C. One parent business unit and a child business unit for each franchise owners
- D. One business unit.

Answer: B

NEW QUESTION # 41
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The transport layer also has the ability to perform error detection and correction Practice Marketing-Cloud-Consultant Mock resends) message reordering to ensure message sequence, and reliable message channel depending on the specific transport layer protocol used.

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