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Salesforce Marketing-Cloud-Consultant exam is a certification exam offered by Salesforce for professionals who want to demonstrate their expertise in Marketing Cloud. Marketing-Cloud-Consultant exam is designed to test the candidate's ability to plan, build, and implement marketing campaigns using Salesforce Marketing Cloud. Candidates who Pass Marketing-Cloud-Consultant Exam earn the Salesforce Certified Marketing Cloud Consultant credential, which is recognized as a mark of excellence in the industry.

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To earn the Salesforce Certified Marketing Cloud Consultant certification, candidates must pass a comprehensive exam that tests their understanding of Marketing Cloud functionality, best practices, and industry standards. Marketing-Cloud-Consultant exam consists of 60 multiple-choice questions and must be completed within 105 minutes. Candidates must achieve a passing score of 67% or higher to earn the certification. Once certified, professionals will gain recognition for their expertise in Marketing Cloud and be able to provide valuable insights into the development and implementation of marketing strategies.

Salesforce Marketing-Cloud-Consultant Exam is an advanced-level certification that demonstrates an individual's ability to maximize the Marketing Cloud's capabilities to meet the marketing needs of businesses of all sizes. Salesforce Certified Marketing Cloud Consultant certification is ideal for professionals who work as marketing managers, digital marketers, marketing automation specialists, email marketers, and social media managers. By passing the exam, professionals can demonstrate their expertise to potential employers and clients, which can lead to career advancement and higher salaries.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q56-Q61):

NEW QUESTION # 56
Northern Trail Outfitters receives data from their point-of-sale system every night. The file is placed on their Enhanced FTP, but there is not a consistent time or naming convention for the file.
In which two ways should they set up their automation to import the data from the file on a nightly bais?
(Choose 2 answers)

- A. %%BASEFILENAME_FROM_TRIGGER%%
- B. Scheduled Starting Source
- C. %%BASEFILENAME_FROM_FILEDROP%%
- D. File Drop Starting Source

Answer: B,C

Explanation:
Explanation
This allows you to specify the exact name of the file when running the automation. The File Drop Starting Source is an automation activity that allows you to specify the source of the File Drop as either a Scheduled or Manual event. This allows you to control when the data is imported from the Enhanced FTP file.
To set up their automation to import the data from the file on a nightly basis, Northern Trail Outfitters should use two ways to start their automation:
File Drop Starting Source. This is a trigger that starts an automation when a file is dropped in an Enhanced FTP folder or an external SFTP location.
Scheduled Starting Source. This is a trigger that starts an automation at a specified date and time or at recurring intervals.
%%BASEFILENAME_FROM_TRIGGER%% and %%BASEFILENAME_FROM_FILEDROP%% are not starting sources, but variables that can be used in file transfer or import activities to reference file names.
References: https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio_triggers.htm&type=5

NEW QUESTION # 57
Northern Trail Outfitters (NTO) wants its monthly distributor newsletter email to appear to be sent on behalf of the subscriber's account representative without segmenting the audience by sales representative.
In which two ways could this distributor-specific sender profile be configured in a Marketing Cloud account with Sender Authentication Package implemented?
Choose 2 answers

- A. Utilize AMPscript data extension lookups to dynamically populate the From Name and From Email values.
- B. Match the external keys of the sender profile and data extension containing account representative details.
- C. Use substitution strings to populate the From Name and From Email values in the sender profile.
- D. Pick "Choose from list," selecting the From Name and From Email values from the list of account users.

Answer: A,C

NEW QUESTION # 58
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@exampie.com.
Which email address would appear as the From Address for the automatic reply to the customer?

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

Answer: A

Explanation:

Explanation
The email address that would appear as the From Address for the automatic reply to the customer is reply@marketingcloud.com. This is because Northern Trail Outfitters has configured their Reply Mail Management settings to forward replies to customerservice@nto.com and send an auto-reply message to the customer's email address. The From Address for the auto-reply message is always reply@marketingcloud.com, regardless of the original From Address or the forwarding address. References: https://help.salesforce.com/s/articleView?id=sf.mc_es_reply_mail_management.htm&type=5

NEW QUESTION # 59

A customer wants to integrate their website with Marketing Cloud so users can update their marketing communication preferences. The customer has in-house web development resources available and is interested in leveraging tools such as Journey Builder in the future.
What solution should the consultant propose?

- A. Configure a relational data structure using data extensions and consult with the customer on API integration with their website.
- B. Configure a data structure using lists and leverage the out-of-the-box Preference Center.
- C. Configure a relational data structure using data extensions and leverage a Web Collect form hosted in CloudPages.
- D. Configure a data structure using lists and leverage a SmartCapture form the client can iFrame into their website.

Answer: A

Explanation:
Since Company has web developer so API integration is preferred solution.

NEW QUESTION # 60

A retail company does business in both the United States and Canada. They also have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a "Version" data field indicating the type of email the customer is to receive.
What question should be asked to determine a data/segmentation strategy?
Choose 2 answers

- A. Is the purpose of these emails for acquisition or retention or transactional?
- B. Will version values/meanings change, precluding reusable AMPscript?
- C. Will multiple languages be used, with a "From Name" lookup table needed?
- D. Will customers be able to sign up for the loyalty program at the store?

Answer: B,C

NEW QUESTION # 61

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