

# Latest Marketing-Cloud-Consultant Exam Pattern | Marketing-Cloud-Consultant Related Exams



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Salesforce Marketing-Cloud-Consultant (Salesforce Certified Marketing Cloud Consultant) Exam is a certification exam that validates an individual's expertise in marketing automation, email marketing, mobile marketing, social media advertising, and web personalization using the Salesforce Marketing Cloud platform. Marketing-Cloud-Consultant exam is designed for professionals who are responsible for implementing, configuring, and optimizing the Marketing Cloud to drive customer engagement, increase ROI, and improve marketing performance.

Earning the Salesforce Certified Marketing Cloud Consultant certification is a valuable accomplishment for marketing professionals. It demonstrates to employers and clients that the certified individual has a strong understanding of marketing automation and the Salesforce Marketing Cloud platform. Certified individuals are also eligible for higher salaries and more job opportunities than non-certified professionals.

Salesforce Marketing-Cloud-Consultant Certification Exam is a valuable credential for professionals who want to advance their careers in marketing automation and Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification is recognized globally and demonstrates the candidate's proficiency in marketing automation and Salesforce Marketing Cloud.

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## Latest Marketing-Cloud-Consultant Exam Pattern: Salesforce Certified Marketing Cloud Consultant - High Pass-Rate Salesforce Marketing-Cloud-Consultant Related Exams

Salesforce Marketing-Cloud-Consultant preparation materials will be the good helper for your qualification certification. We are concentrating on providing high-quality authorized Marketing-Cloud-Consultant study guide all over the world so that you can clear exam one time. As we all know, the preparation process for an exam is very laborious and time-consuming. We had to spare time to do other things to prepare for Salesforce Marketing-Cloud-Consultant Exam, which delayed a lot of important things.

## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q135-Q140):

### NEW QUESTION # 135

A company collects subscriptions on its websites. It does the following:

- \*Compiles that subscription list in a database in the website content Management System (CMS).
  - \*Posts this encrypted list to Marketing Cloud nightly at 11 p.m.
  - \*Uses Marketing Cloud as the database of record.
  - \*Sends up to five emails a week based on subscriber engagement with prior sends.
- What automation sequence (excluding waits) should cover these requirements?

- A. File Transfer > Data Extract > Filters > Send Email
- B. File Transfer > SQL Query > Measures > Send Email
- **C. File Transfer > Import File > SQL Query > Send Email**
- D. File Transfer > Import File > Measures > Send Email

**Answer: C**

### NEW QUESTION # 136

Scenario:

Northern Trail Outfitters (NTO) uses the SAP domain `comms.nto.com` and has just opened an office in Australia. They have created a business unit for their new office and want to use the domain `comms.nto.com.au` to send emails to their Australian customers.

What would be required to enable sending emails from their new domain without impacting deliverability?

- **A. An additional Sender Authentication Package**
- B. An additional private domain
- C. Register the new domain in Setup > From Address Management
- D. An additional IP address

**Answer: A**

Explanation:

The correct answer is B, because:

Salesforce Marketing Cloud uses a Sender Authentication Package (SAP) to establish proper authentication (including setting up DNS entries for SPF, DKIM, and DMARC) for email sending domains.

When NTO wants to send emails from a new domain (`comms.nto.com.au`), they would need a new SAP to configure authentication correctly for that domain - this ensures deliverability, maintains sender reputation, and complies with anti-spam regulations.

Salesforce official documentation specifies:

"Sender Authentication Package (SAP) includes branding the sending domain, setting up dedicated IP addresses, and configuring authentication protocols like SPF, DKIM, and DMARC.

If you want to send emails from a different domain, you must purchase an additional SAP to configure and authenticate the new sending domain." (Source: Salesforce Marketing Cloud Sender Authentication Package Guide) Important SAP Components:

- \* Custom domain for sending (branded domain).
- \* Authenticated email setup (SPF/DKIM/DMARC).
- \* Private tracking domain.
- \* Dedicated subdomain.

Why the other options are incorrect:

\* #A. An additional IP address:

\* A new IP is not required just because you have a new domain. IPs are more about volume and reputation needs, not domain setup itself.

\* #C. An additional private domain:

\* A private domain refers to a tracking domain used for link redirection, not sending domain authentication itself.

\* #D. Register the new domain in Setup > From Address Management:

\* From Address Management is for allowing or restricting sender addresses but does not authenticate the domain for sending.

Additional Salesforce extract:

"When sending from a new domain that is not covered under an existing SAP, you must purchase and implement a new Sender Authentication Package to maintain deliverability and compliance standards." (Source: Salesforce Marketing Cloud Deliverability Best Practices) Thus, B is the correct and required action.

#### NEW QUESTION # 137

Nothern Trail Outfitters wants to enable Sales Cloud users to manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder.

What should a consultant recommend for segmentation?

- A. Salesforce Data Extension
- B. Salesforce Campaign
- C. Synchronized Data Extension
- D. Salesforce Report

**Answer: D**

#### NEW QUESTION # 138

An existing triggered send needs to be updated with new content

Select the correct sequence

- A. Pause message interaction, Edit message content, Publish changes, Start triggered email interaction

**Answer: A**

#### NEW QUESTION # 139

A data team wants to automate that sync of subscribers' Unsubscribes and status from their enterprise account to their external CRM in one consolidated file. They need to find subscribers in their Marketing Cloud account and their unsubscribe data for child business units.

Which two data views would they use to achieve this?

Choose 2 answers

- A. \_BusinessUnitUnsubscribes
- B. \_Unsubscribe
- C. \_Subscribers
- D. \_Complaint

**Answer: A,C**

Explanation:

Explanation

The \_Subscribers data view contains information about each subscriber in an account, such as subscriber key, email address, status, and business unit ID. The \_BusinessUnitUnsubscribes data view contains information about each unsubscribe event for each subscriber in a business unit, such as subscriber key, business unit ID, and unsubscribe date. By using these two data views, the data team can find subscribers in their Marketing Cloud account and their unsubscribe data for child business units. References:

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#### NEW QUESTION # 140

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