Marketing-Cloud-Consultant Study Test, Marketing-Cloud-Consultant Exam Materials

Exam	Salesforce MARKETING CLOUD CONSULTANT
Title	Salesforce Certified Marketing Cloud Consultant Exam
Product Type	185 Q&A with explanations

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Salesforce Marketing-Cloud-Consultant Certification is a valuable credential for professionals who want to demonstrate their expertise in Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification exam covers a range of topics related to the platform, including email marketing, social media advertising, and data management. Candidates who pass the exam can demonstrate to potential employers that they have a deep understanding of the platform and are capable of managing complex marketing campaigns. With the demand for Marketing Cloud Consultants on the rise, earning this certification can open up new career opportunities and increase earning potential.

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q14-Q19):

NEW QUESTION # 14
Northern Trail Outfitters (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Builder to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could stop using Automation Studio Entirely.
Which three tasks would a consultant suggest for using Journey Builder instead of Automation Studio?

- A. Processing zipped and encrypted file containing subscriber data
- B. Building simple segmented campaigns without SQL queries
- C. Designing decision logic via an intuitive user interface
- D. Setting behavior-based goals
- E. creating customer segments from multiple data extensions

Answer: A,B,E

NEW QUESTION # 15
Northern Trail Outfitters wants to include the body of marketing email replies captured by Reply Mail Management (RMM) within auto-forwarded messages to their Customer Success team.
How could they accomplish this?

- A. Use RMM personalization strings to render the email reply body.
- B. Use RMM dynamic content blocks to render the email reply body.
- C. Check the "Include Replies as Attachments" box in the RMM settings.
- D. Query the RMM data view for the reply body and reference it from a data extension.

Answer: C

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is A - Check the "Include Replies as Attachments" box in RMM settings.
* In the RMM configuration settings, you can set inbound emails to be auto-forwarded and attach the original reply as a file.
* This method ensures the Customer Success team can review the full original customer message without parsing dynamic fields or personalization strings.
#Why others are wrong:
* B: There are no RMM dynamic content blocks for rendering reply bodies.
* C: Querying the RMM data view would require custom queries and complex setups, which is unnecessary for simple forwarding.
* D: RMM personalization strings are used in response handling templates, not for forwarding attachments.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Reply Mail Management Overview:
"Use the Include Replies as Attachments option to attach customer replies when forwarding messages to designated addresses. This feature ensures that the original message body is included." (Source:https://help.salesforce.com/s/articleView?
id=sf.mc_es_reply_mail_management.htm)
-

NEW QUESTION # 16
ABC Company wants to automate the sending of shipping notices and a customer survey.
* Shipping notices will be sent once a day.
* The shipping file will be placed on the FTP some time after 4:00 p.m.
* The shipping data will be sorted in the Shipping Notice data extension.
* A field in the data extension will contain the shipping date.
* The survey needs to be sent at 9:00 a.m., exactly 10 days after the customer's order ships.

Which workflow would most effectively enable ABC Company to do this?

- A. Automation 1: Scheduled to run daily at 7:00 PM Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email
- B. Automation 1: Scheduled to run daily at 7:00 PM Import File -> Filter -> Send Email -> Wait -> Filter-> Send Email
- C. Automation 1: Triggered Import File -> Filter -> Send Email -> Wait-> Filter -> Send Email
- D. Automation 1: Triggered Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email

Answer: C

Explanation:
If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex; a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation.
Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file is encrypted.

NEW QUESTION # 17
For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering implementing Tokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive emails per year.
Which two considerations should be made about Tokenized Sending? (Choose 2 answers)

- A. Journey Builder Decision Splits provide a method to access data of Tokenized data natively.
- B. Tokenized Sending should be combined with field-level data encryption for additional security.
- C. Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
- D. Personalization Strings still allow PII to be displayed within an email.

Answer: C,D

Explanation:
* Tokenized Sending allows PII (such as email addresses) to stay external until send time; however, once pulled in via personalization strings, PII can still be displayed within emails.
* Since Tokenized Sending relies on live API calls to an external database during sends, Salesforce Marketing Cloud's normal service-level guarantees (e.g., send speed and reliability) no longer apply because they now depend on third-party system response times.
-
Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Tokenized Sending Overview
"Tokenized Sending retrieves sensitive customer data at send time, reducing Marketing Cloud's data storage liability. However, if personalization strings reference retrieved fields, PII can still be displayed in the email." Source: Salesforce Help - Tokenized Sending Limitations
"Marketing Cloud does not guarantee service levels for sends that rely on external Tokenized Sending lookups."
-

NEW QUESTION # 18
Marketing Cloud user needs the email addresses of everyone who unsubscribed from a particular email send.
This user does not know SQL and does not have access to the enhanced FTP account.
What functionality should be used to retrieve the necessary data?

- A. My Tracking
- B. Tracking Extract
- C. Data Views
- D. My Reports

Answer: A

NEW QUESTION # 19
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