

Pass Guaranteed Quiz Salesforce - Marketing-Cloud-Consultant–Professional Cheap Dumps



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Salesforce Marketing-Cloud-Consultant (Salesforce Certified Marketing Cloud Consultant) Exam is a certification exam designed to test the knowledge and skills of individuals who work with the Salesforce Marketing Cloud. Marketing-Cloud-Consultant exam is targeted towards professionals who have experience in marketing automation, email marketing, and other marketing technologies. Salesforce Certified Marketing Cloud Consultant certification is intended to demonstrate that an individual has the knowledge and skills to design, build, and implement marketing campaigns using the Salesforce Marketing Cloud.

Marketing-Cloud-Consultant Exam topics

Candidates must know the exam topics before they start of preparation. Because it will really help them in hitting the core. Our **Salesforce Marketing-Cloud-Consultant exam dumps** will include the following topics:

1. Discovery: 15%

- Provided with a list of branding and creative strategies, probe for additional information that is needed to recommend an appropriate solution.
- Given a solution, recommend the appropriate customer skill sets required to utilize the Marketing Cloud application.
- Provided a customer environment and goals, determine the viability of external systems that need to be - included in the solution (for example; POS, CRM, eCommerce, data warehouse, data source inputs).

2. Conceptual Design: 12%

- Given a customer scenario, determine the factors to consider when scaling the solution.
- Articulate how data construct will drive one-to-one messaging and content.
- Analyze customer data to determine the appropriate data model (for example; List model, Data Extensions .
- Explain the purpose of IP Warming and make a recommendation based on customer needs.

3. Marketing Cloud Connect: 6%

- Understand how to send an email to a contact, lead, campaign, and report via the Sales/Service Cloud and - Marketing Cloud (for example; sending, triggered, automated).

- Understand how Sales/Service Cloud data in the Marketing Cloud can be segmented.
- Understand the prerequisites to consider prior to starting a Marketing Cloud Connect configuration (for example; Salesforce edition, list of integration users, scope user, administrator credentials).

4. Account Configuration: 10%

- Analyze the impact of applying a Sender Authentication Package (SAP) to a business unit (for example; link wrapping, Landing Pages, image URLs).
- Determine which type of customer scenario warrants the creation of a business unit (for example; publication - types, demographic, workflow processes, and organizational structure).
- Given a scenario, troubleshoot issues regarding Reply Mail Management.
- Given a customer scenario, recommend the appropriate Marketing Cloud role based on User Stories.

5. Reporting: 5%

- Summarize Send Logs, including when/why to use it and how to create and manage.
- Explain how the information in data views and tracking extracts are accessed.
- Compare and contrast standard reports, data views, and tracking extracts.

6. Data Design: 12%

- Explain the various data objects in the Marketing Cloud (for example; data extensions, list model, data retention model, publication lists, suppression lists).
- Understand available data types, retention, and template options when building a data extension.
- Understand how data is retrieved within a Relational Data Model (for example; basic SQL).
- Given a customer scenario, recommend the appropriate import method with lists or data extensions.
- Understand the implications of a system being database of record.

7. Automation: 8%

- Given a customer scenario, select the appropriate workflow that meets the business requirement (for example; import, segmentation, email send).
- Compare and contrast triggered and scheduled interactions.

8. Email Build: 7%

- Explain various Marketing Cloud Email technologies (for example; Link Alias tags, Impression regions, Web Analytics Connector).
- Explain the various ways to individualize email content (for example; AMPscript, personalization strings, Dynamic Content, Guide Template Language).
- Understand the required steps to build, test, and deploy an email based on customer requirements.
- Compare and contrast the ways to individualize content, such as SSJS vs. AMPscript, Dynamic Content Wizard vs. AMPscript/LookupRows function.

9. Contact Builder: 15%

- Explain the role and capabilities within Contact Builder.
- Summarize how to use Data Designer to incorporate data source into Contact Builder.
- Understand how cardinality impacts data modeling.
- Given a customer scenario, know how to build an Attribute Group to be used for a simple interaction.

10. Journey Builder: 10%

- Given a customer scenario that includes Journey Builder, evaluate the requirements, activities, and steps.
- Compare and contrast automation tools, such as Journey Builder and Automation Studio.
- Explain the requirements for and the methods by which a contact can enter a Journey.

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q129-Q134):

NEW QUESTION # 129

Northern Trail Outfitters wants to export a data file to its SFTP using Automation Studio. The file should contain all subscribers who did not receive their intended email in the last 24 hours. The automation will be scheduled to run each day.

Which activity Is required in the automation?

- A. SendLog Extract
- B. Data Extract Activity
- **C. SQL Query Activity**
- D. Report Definition Activity

Answer: C

Explanation:

To export a data file to its SFTP containing all subscribers who did not receive their intended email in the last 24 hours, Northern Trail Outfitters should use a Data Extract Activity in their automation. A Data Extract Activity is an activity that allows marketers to extract data from Marketing Cloud and place it in a file on an Enhanced FTP location or an external SFTP location. The Data Extract Activity can use different extract types, such as Tracking Extract or Data Extension Extract, to export different types of data. References:https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm&type=5

NEW QUESTION # 130

How are Publication Lists used?

- **A. To allow subscribers to opt-down/out instead of unsubscribing from all**
- B. To send communication to all subscribers, regardless of opt-in status
- C. To manage subscribers in guided and triggered email sends
- D. To built dynamic content rules by subscriber type

Answer: A

NEW QUESTION # 131

Northern TrdH Outfitters (NTO) recently launched a MR loyalty program. NTO wants to offer a signup bonus to subscribers who have made purchases In the last 6 months, but are yet to be loyalty members.

Which integration should allow NTO to select an audience of these subscribers'

- **A. Markating Coud Customar Data Platform**
- B. Contact Builder Attribute Groups
- C. Advertising Studio
- D. Behavioral Triggers

Answer: A

Explanation:

To select an audience of subscribers who have made purchases in the last 6 months, but are yet to be loyalty members, Northern Trail Outfitters should use Contact Builder Attribute Groups. Attribute Groups are collections of data extensions and data sources that are linked by common fields or attributes. Attribute Groups allow marketers to create segments and filters based on data from multiple sources, such as purchase data and loyalty data. References:https://help.salesforce.com/s/articleView?id=sf.mc_cab_attribute_groups.htm&type=5

NEW QUESTION # 132

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- A. Configure activities within Automation Studio to update the purchase data.
- B. Utilize Entry Data on a Decision Split within Journey Builder.
- C. Create a Data Relationship in Email Studio to relate the two data extensions.
- D. Use Data Designer in Contact Builder to relate the two data extensions.

Answer: A,D

NEW QUESTION # 133

Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.

How could they resolve this issue?

- A. Select 'Normalize Phone Number*' in Journey settings.
- B. Format the phone field in Salesforce as +[phononenumber],
- C. Select 'US' as the sending country in SMS activity.
- D. Configure the phone field in Salesforce as US locale.

Answer: B

NEW QUESTION # 134

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