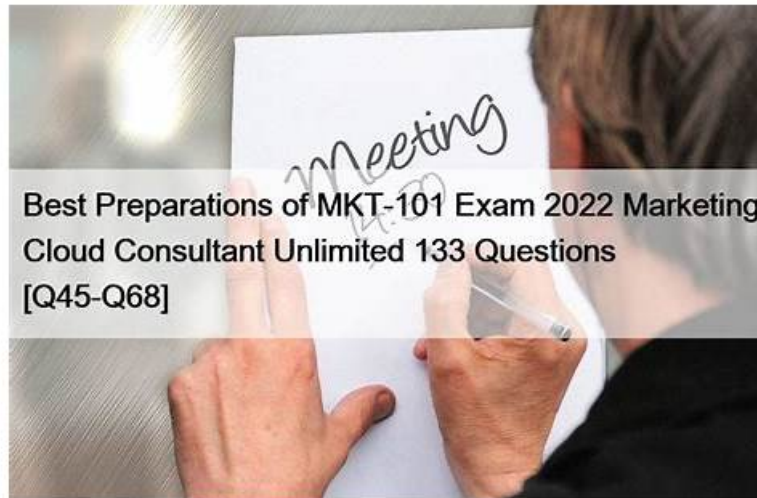


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What is the duration of the Marketing-Cloud-Consultant Exam

- Length of Examination: 105 minutes
- Passing Score: 67%
- Format: Multiple choices, multiple answers
- Number of Questions: 60

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q43-Q48):

NEW QUESTION # 43

Northern Trail Outfitters wants to send an email to website visitors who add items to their cart but fail to make a purchase. The email will include a list of products they added to their shopping cart.

* A sendable data extension contains the contact info and a session ID for each subscriber who abandoned their cart.

* A second data extension contains the session ID and product details (SKU, product name, quantity, price, image URL).

Which feature should be used to display the list of products for each subscriber in this email?

- A. Lookup AMPscript function
- B. Enhanced Dynamic Content Block
- C. Dynamic Content Block
- **D. LookupRows AMPscript function**

Answer: D

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is B - LookupRows AMPscript function.

* LookupRows() can retrieve multiple records (e.g., multiple products in a cart) for a given Session ID.

* It allows dynamic rendering of multiple product details for each subscriber within the email content.

* It is ideal for cart abandonment where one user may have multiple products.

#Why others are wrong:

* A: Lookup() retrieves only a single value (one row, one field) - not multiple rows.

* C: Dynamic Content Block is for switching static content based on rules, not dynamically listing multiple items.

* D: Enhanced Dynamic Content Block is used for more complex content switching, but LookupRows is simpler and more appropriate for abandoned cart listings.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - LookupRows AMPscript function:

"The LookupRows function returns multiple rows from a data extension where the specified column matches the specified value. Use LookupRows when you expect multiple matching rows, such as multiple items in a cart."

(Source:https://help.salesforce.com/s/articleView?id=sf.mc_amp_language_lookuprows.htm)

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NEW QUESTION # 44

Northern Trail Outfitters has master data extension of 880,000 subscribers they want to randomly split into 11 groups to test different messaging strategies.

How could this be accomplished?

- **A. Create a random data extension within Email Studio.**
- B. Use Journey Builder with a random split activity.
- C. Create a random data extension within Contact Builder.
- D. Use Automation Studio with a random split activity.

Answer: A

NEW QUESTION # 45

A pharmaceutical company is hosting a monthly event and will be sending an invitation to new local contacts. The customer would like to automatically update a data extension to determine who will be attending.

*The data extension will hold each contact's response as well as the time stamp of the click.

*The contact will receive an email two days after the click event.

*Both emails should be sent via Journey Builder.

What is the optimal solution to record the click activity prior to sending the second email?

- A. Leverage the Decision Split and create a Custom Activity.
- B. Use a landing page to record the click and trigger an email.
- C. Use a landing page to record the click in the data extension.
- **D. Leverage the Engagement Split and the Update Contact Activity.**

Answer: D

NEW QUESTION # 46

The customer has the following requirements for storing engagement data in their data warehouse:

*All email open and click activity must be pulled daily from Marketing Cloud.

*Output files must meet the specific requirements for the data warehouse.

*All the activity must be provided via SFTP in one file.

Which automation workflow meets the customer requirements?

- A. Report activity that generates Recent Send Summary report > Report delivered directly to SFTP
- **B. SQL Query Activity to pull data view information > Data Extract Activity of data extension > File Transfer Activity**
- C. Data Extract Activity of Tracking Extracts that combines data into required file > File Transfer Activity
- D. Data Extract Activity of data view tables > SQL Query Activity to create the required file > File Transfer Activity

Answer: B

NEW QUESTION # 47

A customer wants to display a subscriber's first name and the date of send in its monthly newsletter.

Subscriber first name data is stored in a data extension that will not be used in the send definition.

Which option should be in this scenario?

- **A. AMPscript**
- B. SQL Query
- C. Guide Template Language
- D. Personalization strings

Answer: A

NEW QUESTION # 48

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