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Certification Path

Salesforce Marketing Cloud Email Specialist Certification can act as a prerequisite for this exam.

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Marketing-Cloud-Consultant Real Dump & Marketing-Cloud-Consultant Authentic Exam Questions

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The Salesforce Certified Marketing Cloud Consultant certification exam consists of 60 multiple-choice questions and lasts for 105 minutes. To pass the exam, you must score at least 68%. Marketing-Cloud-Consultant Exam can be taken online or in-person at a testing center. It is recommended that you have at least six months of experience using Salesforce Marketing Cloud before taking the exam.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q89-Q94):

NEW QUESTION # 89
An online retail customer needs daily promotional email content to generate with minimal time spent on creation. Their service contract includes building a custom dynamic template for this purpose. The customer has communicated the following:
* The email content will highlight new inventory each day.
* A small team will run both their digital marketing operations and their email program.
* A user needs to build, test, and send a daily email in less than an hour.
* Images for the emails will be hosted on their website CMS.
Which question is relevant to identify strategies for designing the custom template for the customer's daily promotional email?
Choose 3 answers

- A. What From Name will be used for these emails?
- B. What is the maximum file size of the images being used?
- C. Will image URLs be available publicly?
- D. How often will email content be image-only with text overlaying images?
- E. How often will the layout of the content in a content area change?

Answer: B,C,E

NEW QUESTION # 90
An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and NotSent, to ensure they are fulfilling a legal obligation due to the nature of their messages.
What method should be suggested in this scenario?

- A. Data Retrieves on the Send Object
- B. Event Notification Service
- C. Data View Export with every send
- D. Platform Events API

Answer: B

NEW QUESTION # 91
Northern Trail Outfitters' marketing team is made up of a marketing manager, a marketing specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.
What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Publication Lists
- B. Attribute Groups
- C. Query Activities
- D. Data Filters

Answer: D

Explanation:
Explanation
To allow for long-term self-sufficiency in segmentation, Northern Trail Outfitters should use data filters. Data filters are a user-

friendly tool that allows marketers to segment their data based on criteria and conditions without coding. Data filters can also be refreshed and reused for different campaigns. Attribute groups are used to link data sources in Contact Builder, not for segmentation. Publication lists are used to manage opt-in preferences, not for segmentation. Query activities require SQL knowledge and coding skills, which the marketing team lacks. References:
https://help.salesforce.com/s/articleView?id=sf.mc_es_data_filters.htm&type=5

NEW QUESTION # 92

Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of their subscribers provide a Mobile Phone Number when registering.
Which three considerations should be made before implementing MobileConnect? (Choose 3 answers)

- A. Not all countries are supported by MobileConnect.
- B. Long and Short Codes are not available for all countries.
- C. Inbound messaging only works with local Long or Short Codes.
- D. Opting in for messages can only be done via inbound message.
- E. NTO would be charged by mobile operators directly for messages.

Answer: A,B,C

Explanation:
Comprehensive and Detailed Explanation:
Correct answers are A, C, and D.
* A - Long and Short Codes are country-specific; availability must be checked per country.
* C - Inbound messaging (users texting keywords to subscribe) generally requires local Short or Long Codes.
* D - MobileConnect is not supported in every country; Salesforce provides a list of supported regions.
#Why others are wrong:
* B: Customers are billed by Salesforce, not directly by the mobile carriers.
* E: Opt-ins can occur via Web Forms, Mobile Keyword responses, or API - not only via inbound messaging.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - MobileConnect Considerations:
"Short and long code availability is country-specific. Inbound messaging requires a local code.
MobileConnect is not available in all countries."
(Source:https://help.salesforce.com/s/articleView?id=sf.mc_ms_considerations.htm)
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NEW QUESTION # 93

Northern Trail Outfitters (NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. Tnese emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.
How should NTO marketers ensure there's a limit to the number of timet a particular image asset can be chosen for a customer?

- A. Set Fatigue Rules for the product Asset Classes.
- B. Utilize Einstein Engagement Frequency to send the emails less often.
- C. Set a Fallback Asset.
- D. Ask the content team to create more images in order to diversify the asset pool.

Answer: A

Explanation:
Explanation
To ensure there's a limit to the number of times a particular image asset can be chosen for a customer, Northern Trail Outfitters should set fatigue rules for the product asset classes. Fatigue rules are settings that allow marketers to control how often an asset can be selected for a customer within a specified time period.
For example, a fatigue rule can prevent an asset from being selected more than once in 14 days. References:
https://help.salesforce.com/s/articleView?id=sf.mc_ceb_einstein_content_selection_fatigue_rules.htm&type=5

NEW QUESTION # 94

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