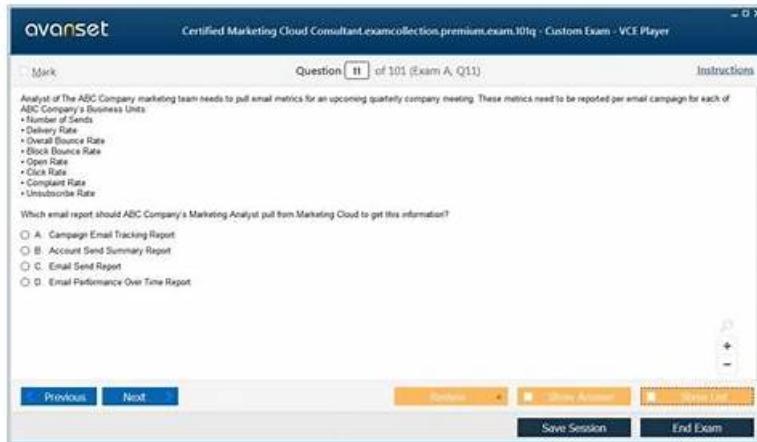


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Salesforce Marketing-Cloud-Consultant (Salesforce Certified Marketing Cloud Consultant) Certification Exam is a professional certification that recognizes individuals who have demonstrated expertise in Salesforce Marketing Cloud. Salesforce Marketing Cloud is a powerful platform that enables businesses to create and execute targeted marketing campaigns across various channels such as email, mobile, social media, and web. Salesforce Certified Marketing Cloud Consultant certification exam evaluates an individual's knowledge and skills in areas such as email marketing, mobile marketing, social media advertising, data management, and analytics.

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Obtaining the Salesforce Certified Marketing Cloud Consultant certification requires significant dedication and effort. Candidates must have a deep understanding of marketing automation concepts, as well as practical experience in implementing marketing campaigns using the Salesforce Marketing Cloud platform. By earning this credential, professionals can demonstrate their expertise to potential employers and clients, and gain a competitive edge in the job market.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q77-Q82):

NEW QUESTION # 77

Northern Trail Outfitters (NTO) sends emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they

should call NTO for any inquiries.

How could these auto-reply messages be enabled?

- A. Open Admin > Account Setting page in Email Studio and in the 'Auto Reply Email' section, select 'Custom' and paste the HTML email code into the text area field.
- B. Create a Triggered Send and from a Sender Profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the Triggered Send email.
- C. Create a Triggered Send and on the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section, then select the Triggered Send email.
- D. From the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section and select the HTML email from the 'define email' link.

Answer: D

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is A - From the Reply Mail Management settings page, choose the "Create Custom Response" option under "Automated Response Email for Remaining Replies" section and select the HTML email.

* RMM allows you to define an automated response for incoming replies.

* You can specify a simple custom response and link it to a pre-built HTML email template through the RMM settings without requiring a triggered send setup.

#Why others are wrong:

* B and C: Using a Triggered Send is more complex and usually unnecessary for a simple automatic response.

* D: There's no option to paste full HTML code into Admin > Account Settings for auto-replies - that's not how RMM is configured.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Reply Mail Management Setup:

"Configure a custom automated response by selecting 'Create Custom Response' under 'Automated Response Email for Remaining Replies' in Reply Mail Management. You can link a pre-built HTML email." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_reply_mail_management.htm)

NEW QUESTION # 78

Northern Trail Outfitters (NTO) has been storing web behavior in a data extension for several years. They have indicated that with several hundred million rows, there has been an impact on performance. NTO indicates they only need to store data from the previous twelve months, which will not exceed eighty million rows.

Which two methods would allow them to utilize a Retention Policy?

Choose 2 answers

- A. Replace the current data extension with a new data extension configured with a Retention Period.
- B. Reconfigure the current data extension as-is with a Retention Period via Contact Builder.
- C. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.
- D. Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.

Answer: A,D

Explanation:

Comprehensive Explanation:

In Salesforce Marketing Cloud, applying a Retention Policy to a data extension helps manage data storage by automatically deleting records after a specified period.

* Option B: By deleting data older than twelve months, NTO ensures that only relevant data remains.

Subsequently, configuring a Retention Policy via Contact Builder will automate the deletion of records beyond the desired retention period moving forward.

* Option D: Creating a new data extension with a predefined Retention Policy is a proactive approach.

This ensures that only data within the desired retention period is stored, and it avoids potential issues with applying retention policies to existing data extensions that have exceeded certain thresholds.

Reference:

Salesforce Help: Manage Data Retention Policy

NEW QUESTION # 79

Which three statements are correct about Data Designer? Choose 3 answers

- A. Data extensions can be linked to either the contact record or different data extensions, including data extensions from other attributes groups.
- B. Each attribute group can contain multiple lists, and each list can include multiple attributes.
- C. Each attributes group can contain multiple data extensions, and each data extension can include multiple attributes.
- D. Each attributes group contains one data extension, and each data extension can include up to 50 attributes.
- E. Data extensions should be linked directly to be contact record prior to being linked to different data extensions.

Answer: A,C,E

NEW QUESTION # 80

Northern Trail Outfitters has integrated their Marketing Cloud account with their Salesforce sandbox.

In what order should the steps be performed to refresh the sandbox in their integrated account?

- A. Disconnect / Refresh / Reconnect / Synchronize / Authenticate
- B. Disconnect / Refresh / Reconnect / Authenticate / Synchronize
- C. Refresh / Disconnect / Reconnect / Authenticate / Synchronize
- D. Refresh / Disconnect / Reconnect / Synchronize / Authenticate

Answer: B

NEW QUESTION # 81

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

Answer: D

NEW QUESTION # 82

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