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To pass the Salesforce Marketing-Cloud-Consultant Certification Exam, candidates must demonstrate their proficiency in various technical and functional aspects of Salesforce Marketing Cloud. This includes knowledge of the platform's features and capabilities, understanding of industry best practices, ability to design and execute effective marketing campaigns, and proficiency in data management and analysis. Individuals who earn this certification are recognized as experts in Salesforce Marketing Cloud and are well-positioned to advance their careers in marketing and technology.

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You may have been learning and trying to get the Marketing-Cloud-Consultant certification hard, and good result is naturally become our evaluation to one of the important indices for one level. You need to use our Marketing-Cloud-Consultant exam questions to testify the knowledge so that you can get the Marketing-Cloud-Consultant Test Prep to obtain the qualification certificate to show your all aspects of the comprehensive abilities, and the Marketing-Cloud-Consultant exam guide can help you in a very short period of time to prove yourself perfectly and efficiently.

Salesforce Certified Marketing Cloud Consultant Certification Exam is specifically designed for professionals who wish to demonstrate their expertise in the Salesforce Marketing Cloud platform. Marketing-Cloud-Consultant exam assesses candidates' knowledge and skills in various areas such as data management, email marketing, mobile marketing, social media marketing, and analytics. Candidates who successfully pass the exam will be certified as Salesforce Certified Marketing Cloud Consultants, which is a highly recognized and valuable credential in the industry.

Preparing for the Marketing-Cloud-Consultant Exam requires a combination of experience with the platform and dedicated study. Salesforce provides a range of resources to help candidates prepare for the exam, including study guides, online training courses, and practice exams. Candidates should also have practical experience with Marketing Cloud, as the exam tests not only theoretical knowledge but also practical skills.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q56-

Q61):

NEW QUESTION # 56

Northern Trail Outfitters' account is configured with Multi-Org to leverage two Salesforce CRM accounts. In the Cloud Kicks business unit they want to disconnect the sandbox instance and connect the production instance.

What additional configuration changes should they make?

- A. Rename and delete sandbox synchronized data extensions before connecting.
- B. Configure Multi-Org settings to account for two production instances in Setup.
- C. Remove existing user mappings, attribute mappings, and tracking subscriptions.
- D. **Update query activities that reference the synchronized data extensions.**

Answer: D

Explanation:

Explanation

Before disconnecting the sandbox instance and connecting the production instance in the Cloud Kicks business unit, NTO should remove any existing user mappings, attribute mappings, and tracking subscriptions that are associated with the sandbox instance. User mappings define which Marketing Cloud users can access which Sales Cloud users' data. Attribute mappings define which Sales Cloud fields are used as subscriber attributes in Marketing Cloud. Tracking subscriptions define which Sales Cloud objects receive tracking data from Marketing Cloud sends. These settings should be removed before changing the CRM connection to avoid errors or conflicts. Additionally, NTO should update any query activities that reference the synchronized data extensions from the sandbox instance, as these will be different from the production instance synchronized data extensions. References:

https://help.salesforce.com/articleView?id=sf.mc_co_disconnect_a_salesforce_org_from_a_business_unit.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_co_map_marketing_cloud_users_to_salesforce_users.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_co_create_attribute_mappings_for_your_account.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_co_set_up_tracking_information_to_send_to_salesforce.htm&type=5

NEW QUESTION # 57

A customer wants to capture and categorize email Not Sent events and begin identifying trends. They want to keep the data in Marketing Cloud and run queries against the dataset. The customer created a data extension to receive the information.

Which order of Automation Studio activities should be recommended?

- A. SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File
- B. **Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File**
- C. Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type
- D. Data Extract with the Data Extension Extract type > File Transfer to Safehouse > File Transfer unzip > SQL Query

Answer: B

NEW QUESTION # 58

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. **Contact Builder Attribute Groups**
- B. Marketing Cloud Customer Data Platform
- C. Advertising Studio
- D. Behavioral Triggers

Answer: A

Explanation:

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 # 59

Which customers would benefit most from purchasing a Sender Authentication Package (SAP)?

- A. A nonprofit organization that sends roughly 50,000 newsletter emails per month.
- B. A customer who wants to share another IP within their account structure and is unconcerned about branding at this time.
- **C. A growing consumer brand that expects to send 500,000 emails per month and would like email branding to be consistent with its domain.**
- D. A growing retailer that currently leverages Marketing Cloud's MobileConnect and MobilePush.

Answer: C

Explanation:

The Sender Authentication Package (SAP) includes private domain branding, dedicated IP address, and Reply Mail Management. It is ideal for brands that send at scale (like 500,000 emails monthly) and need consistent branding for deliverability and trust.

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Sender Authentication Package Overview

"The SAP provides domain branding, dedicated IP addresses, and improved deliverability. It is recommended for customers with high volume sends who want to maintain consistent brand recognition." Source: Salesforce Marketing Cloud Implementation Guide

"Brands expecting to send more than 250,000 emails per month and prioritizing branding should strongly consider SAP."

NEW QUESTION # 60

Northern Trail Outfitters (NTO) has been storing web behavior to a data extension for several years. They have indicated with several hundred millions of 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. Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.**
- B. Replace the current data extension with a new data extension configured with a Retention Period.
- **C. Reconfigure the current data extension as-is with a Retention Period via Contact Builder.**
- D. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.

Answer: A,C

NEW QUESTION # 61

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