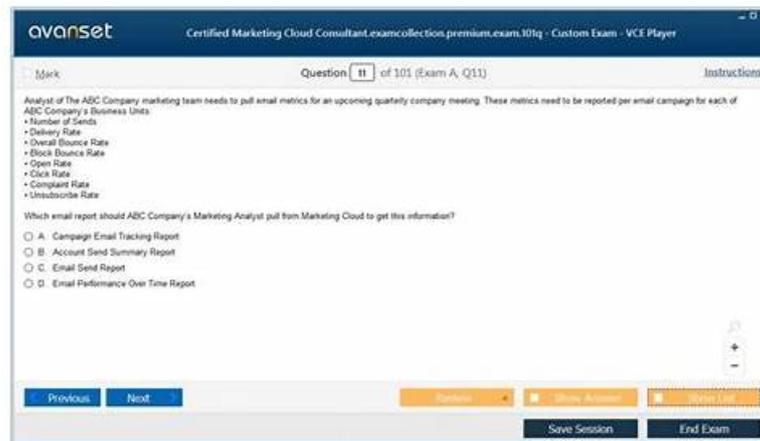


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Salesforce Marketing-Cloud-Consultant Exam

Salesforce Marketing-Cloud-Consultant Exam is related to Salesforce Certified Marketing Cloud Consultant Certification. This exam validates the candidate ability to implement Marketing Cloud Email Studio, Journey Builder, Automation Studio, Content Builder, Contact Builder, and Marketing Cloud Connect in a customer-facing role. It also deals with the ability to administrate and configure Marketing Cloud Email application, marketing Cloud by demonstrating implementation design best practices, executing the deployment of campaigns, and finalizing custom solutions for customers.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q59-Q64):

NEW QUESTION # 59

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

Answer: A

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 # 60

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

Answer: A

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

NEW QUESTION # 61

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and Not Sent, to ensure they are fulfilling a legal obligation due to the nature of their messages.

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

Answer: C

Explanation:

Explanation

To get real-time updates on transactional email metrics, such as Sent and Not Sent, Northern Trail Outfitters should use Event Notification Service. Event Notification Service is a feature that allows marketers to receive real-time notifications of email tracking events via webhooks or APIs. Event Notification Service can help marketers monitor and troubleshoot transactional email sends and

ensure compliance with legal obligations.

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

NEW QUESTION # 62

Northern Trail Outfitters (NTO) plans to use Contact Builder to increase the scope of customer information they can see in an effort to establish more effective 1:1 relationships. NTO has a separate instance of Salesforce Sales Cloud that serves as their current customer master database.

What action should be taken when using Contact Builder? Choose 2 answers

- A. Use Marketing Cloud Connect to include data from Sales Cloud.
- B. Combine each individual's channel contact information under one record.
- C. Create a data extension to incorporate the imported data from a Salesforce Dashboard.
- D. Conduct manual imports of customer information from Sales Cloud.

Answer: A,B

NEW QUESTION # 63

Every day at 3 a.m., Northern Trail Outfitter' (NTO) data lake instance starts generating a file that contains all records that should be sent one email or another for the next day's marketing campaigns. The size of the file varies depending on the previous day's tracking activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends.

What end-to-end process should deliver this efficiently?

- A. Triggered Automation > Import > Data Extension Extract > Marketing Journey
- B. Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
- C. Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends
- D. Scheduled Automation > File Transfer > Import > Series of Query Activities

Answer: C

Explanation:

Explanation

This end-to-end process will efficiently deliver the desired result of importing the data from the data lake instance, segmenting it, and then executing the daily sends. The scheduling of the Automation will allow the process to run each day at 3 a.m., and the Import Activity will import the generated file. The data can then be segmented using a series of Query Activities and the emails can be sent using a series of Sends.

Reference: https://help.salesforce.com/articleView?id=mc_es_automation_studio_overview.htm&type=5

NEW QUESTION # 64

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