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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q41-Q46):

NEW QUESTION # 41
Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.
Which two reasons could be the cause? (Choose 2 answers)

- A. Synchronized Data Sources only push data every 15 minutes
- B. ContactID was used as Subscriber Key
- C. Email Address was used as Subscriber Key
- D. Individual Level Tracking was not selected in Marketing Cloud Configuration

Answer: C,D

Explanation:
* If Email Address is used as the Subscriber Key instead of ContactID or LeadID, Salesforce cannot map tracking data back to the CRM records, because Marketing Cloud Connect requires a direct relationship to a Lead, Contact, or User ID.
* If Individual Level Tracking is not enabled in the Marketing Cloud Connector settings, tracking information is not pushed back to individual Contact or Lead records.
-
Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Marketing Cloud Connect Tracking
"Marketing Cloud Connect tracking requires that Subscriber Key matches ContactID, LeadID, or UserID. If Email Address is used instead, tracking cannot be attributed." Source: Salesforce Help - Individual Email Results Tracking
"Individual Level Tracking must be selected to enable tracking data writeback at the individual record level."
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NEW QUESTION # 42
Scenario:
Northern Trail Outfitters (NTO) uses the SAP domain comms.nto.com and has just opened an office in Australia. They have created a business unit for their new office and want to use the domain comms.nto.com.
au to send emails to their Australian customers.
What would be required to enable sending emails from their new domain without impacting deliverability?

- A. An additional private domain
- B. An additional IP address
- C. An additional Sender Authentication Package
- D. Register the new domain in Setup > From Address Management

Answer: C

Explanation:
The correct answer is B, because:
Salesforce Marketing Cloud uses a Sender Authentication Package (SAP) to establish proper authentication (including setting up DNS entries for SPF, DKIM, and DMARC) for email sending domains.
When NTO wants to send emails from a new domain (comms.nto.com.au), they would need a new SAP to configure authentication correctly for that domain - this ensures deliverability, maintains sender reputation, and complies with anti-spam regulations.
Salesforce official documentation specifies:
"Sender Authentication Package (SAP) includes branding the sending domain, setting up dedicated IP addresses, and configuring authentication protocols like SPF, DKIM, and DMARC.
If you want to send emails from a different domain, you must purchase an additional SAP to configure and authenticate the new sending domain." (Source: Salesforce Marketing Cloud Sender Authentication Package Guide) Important SAP Components:
* Custom domain for sending (branded domain).
* Authenticated email setup (SPF/DKIM/DMARC).
* Private tracking domain.

* Dedicated subdomain.
Why the other options are incorrect:
* # A. An additional IP address:
* A new IP is not required just because you have a new domain. IPs are more about volume and reputation needs, not domain setup itself.
* # C. An additional private domain:
* A private domain refers to a tracking domain used for link redirection, not sending domain authentication itself.
* # D. Register the new domain in Setup > From Address Management:
* From Address Management is for allowing or restricting sender addresses but does not authenticate the domain for sending.
Additional Salesforce extract:
"When sending from a new domain that is not covered under an existing SAP, you must purchase and implement a new Sender Authentication Package to maintain deliverability and compliance standards." (Source: Salesforce Marketing Cloud Deliverability Best Practices) Thus, B is the correct and required action.

NEW QUESTION # 43

A B2B customer notices they have a large number of subscribers marked as 'Held'. During troubleshooting, they realize these were soft bounces from overwhelming the email servers of many of the small companies with which they do business.
What step(s) should the customer take to move those subscribers back to 'Active'?

* A. Use Contact Builder to mass update all 'Held' subscribers to 'Active' status.
* B. Use a SQL query to change all subscribers with a status of 'Held' to 'Active' in All Subscribers.
* C. Extract subscribers who have a status of 'Held', then import subscribers as 'Active'.
* D. Subscribers with a status of 'Held' should be re-enabled by contacting support.

Answer: C

Explanation:
To move subscribers who have a status of 'Held' back to 'Active', NTO should extract those subscribers using a tracking extract or a data extract activity in automation studio, then import those subscribers as
'Active' using an import activity or file transfer activity in automation studio or an import wizard in email studio. This process will overwrite their status in all subscribers list and allow them to receive emails again.
Contact Builder cannot mass update subscriber status in all subscribers list. Subscribers with a status of 'Held' cannot be re-enabled by contacting support unless there is a technical issue on Marketing Cloud's side that caused them to be held incorrectly. A SQL query cannot change subscriber status in all subscribers list directly. References: https://help.salesforce.com/articleView?id=sf.mc_es_held_status.htm&type=5
https://help.salesforce.com/articleView?id=sf.mc_es_import_subscribers.htm&type=5

NEW QUESTION # 44

Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment.
Which process should the consultant utilize for a reliable send method?

* A. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
* B. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow
* C. Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event
* D. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send

Answer: A

Explanation:
A synchronized data extension is a data extension that is automatically populated with data from Sales Cloud objects using Marketing Cloud Connect. A query activity is an automation studio activity that allows querying data from data extensions or data views using SQL statements. A Salesforce data extension is a type of data extension that stores data imported from Sales Cloud reports or campaigns using Marketing Cloud Connect.
By querying synchronized data extensions using a query activity to a Salesforce data extension, the customer can segment contacts based on complex criteria without relying on Sales Cloud reports or campaigns. Then, by sending via Email Studio Send Flow to the

Salesforce data extension, the customer can leverage tracking and reporting features of Marketing Cloud Connect. References:
https://help.salesforce.com/articleView?id=sf.
mc_co_data_integration_synchronized_data_sources.htm&type=5 https://help.salesforce.com/articleView?
id=sf.mc_es_send_email_send_flow.htm&type=5

NEW QUESTION # 45

Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for social advertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time via API. They want to configure their customer data for long- term cleanliness and maintainability.
Which two best practices should be utilized? (Choose 2 answers)

- A. Regularly merge duplicate contacts to keep tracking data accurately.
- B. Define the subscriber key as a unique value that does not relate to a specific channel.
- C. Configure Contact Builder to automatically generate a unique subscriber key.
- D. When using an external database of record, utilize that system's identifier as the contact key.

Answer: B,D

Explanation:
Comprehensive and Detailed Explanation:
Correct answers are B and D.
* B - The subscriber key should be channel-agnostic (not tied to an email address or phone number).
* D - If the external POS system is the source of truth, use its stable unique identifier as the Contact Key.
# Why others are wrong:
* A: Contact Builder does not automatically generate subscriber keys; you must define them.
* C: While merging duplicates is important, the question asks for initial best practices during setup, not ongoing maintenance.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Contact Key and Subscriber Key Best Practices:
"Use a stable, unique, non-channel-specific identifier as the Contact Key/Subscriber Key, preferably sourced from your system of record." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_contact_key_best_practices.htm)
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NEW QUESTION # 46

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