New Study Marketing-Cloud-Consultant Center | Valid Marketing-Cloud-Consultant: Salesforce Certified Marketing Cloud Consultant 100% Pass

Our company has employed a lot of leading experts in the field to compile the Marketing-Cloud-Consultant Exam Materials, in order to give candidate a chance to pass the Marketing-Cloud-Consultant exam. So many candidates see our TestPDF web page occasionally, and they are attracted by our high quality and valid dumps. They bought it without any hesitation. However, they passed the exam successfully. It turned out that their choice was extremely correct.

Salesforce Certified Marketing Cloud Consultant certification is a valuable credential for marketing professionals who want to demonstrate their expertise in using the Salesforce Marketing Cloud platform. Marketing-Cloud-Consultant exam covers a range of topics related to marketing automation, data management, and analytics, and passing it requires a deep understanding of these areas. With the right preparation and study resources, marketing professionals can earn this certification and take their careers to the next level.

Passing the Salesforce Marketing-Cloud-Consultant certification exam demonstrates that a candidate has the skills and knowledge to help organizations drive revenue growth and achieve marketing goals using the Salesforce Marketing Cloud platform. It also enables them to differentiate themselves in a competitive job market and opens up new career opportunities. Whether you are a marketing professional looking to enhance your skills or an organization seeking to hire a certified marketing cloud consultant, the Salesforce Marketing-Cloud-Consultant Certification is a valuable asset.

To become a Salesforce Certified Marketing Cloud Consultant, candidates must pass the Salesforce Marketing-Cloud-Consultant Exam. Salesforce Certified Marketing Cloud Consultant certification is highly valued by employers as it demonstrates that the candidate has the knowledge and skills required to work effectively with the Salesforce Marketing Cloud platform. Certified consultants are in high demand, and they can expect to earn a higher salary than non-certified professionals.

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Cloud-Consultant Questions Fee

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q19-Q24):

NEW QUESTION # 19
Northern TrdH Outfitters (NTO) racentfy 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. Markating Coud Customar Data Platform
- B. Behavioral Triggers
- C. Contact Builder Attribute Groups
- D. Advertising Studio

Answer: C

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 # 20
A customer wants to create a mobile app that requires users to log in or register before accessing their data.
Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.
What consideration should a consultant provide to the customer?

- A. All mobile app users will create additional Contacts in Marketing Cloud.
- B. Newly registered users will create additional Contacts in Marketing Cloud.
- C. User device data is unavailable in Contact Builder for up to 24 hours.
- D. Existing users will create additional Contacts in Marketing Cloud.

Answer: C

NEW QUESTION # 21
Northern Trail Outfitters (NTO) send 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. 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.
- B. 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.
- C. 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.
- D. Create a Triggered Send and on the Reply Mail Management settings page, choose the 'Create Custom Response' option

under 'Automated Response Email for RemainingReplies' section, then select the Triggered Send email.

Answer: A

Explanation:
To send an auto-reply message using a pre-defined HTML email when subscribers reply to an email, Northern Trail Outfitters should 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. This will allow them to use a custom HTML email as an auto-reply message instead of a plain text message. References:
https://help.salesforce.com/s/articleView?id=sf.mc_es_reply_mail_management.htm&type=5https://help.salesfor

NEW QUESTION # 22
Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email.
Which personalization string should they include as the href attribute in the link?

- A. %%view_as_webpage%%
- B. %%view_email_url%%
- C. %%vawp%%
- D. %%view_online%%

Answer: B

Explanation:
Explanation
This personalization string is used to direct a subscriber to a web version of the email, allowing them to view the email online even if their email client does not support HTML. For more information on personalization strings, please see the documentation here: https://help.salesforce.com/articleView?id=mc_es_personalization_strings.htm&type=5.
The %%view_email_url%% personalization string is a system-generated link that allows subscribers to view a web page version of an email. It can be included as the href attribute in a 'view online' link in an email template to enable users to view the email in a browser if they have trouble viewing it in their email client. The
%%view_as_webpage%% personalization string is deprecated and should not be used. The %%vawp%% personalization string is an alias for %%view_as_webpage%% and should not be used either. The
%%view_online%% personalization string does not exist. References:
https://help.salesforce.com/articleView?id=sf.mc_es_view_email_url_personalization_string.htm&type=5
https://help.salesforce.com/articleView?id=sf.mc_es_view_as_web_page_personalization_string.htm&type=5

NEW QUESTION # 23
Northern Trail Outfitters is investigating implementing MobileConnect to allow SMS messaging in their UK, Germany, and Swiss subsidiaries. Each subsidiary has its own business unit, and they are trying to determine if a single long code could be used for all markets.
What functionality would tie to additional long code implementation?

- A. Do they need to support different From Names by country?
- B. Do they need to support UTF-8 characters in their SMS?
- C. Do they need to have independent reporting on SMS sends by country?
- D. Do they need to support inbound messages in each country?

Answer: D

Explanation:
Comprehensive Explanation:
Long codes can be used for outbound messaging across multiple countries. However, inbound messaging capabilities are often restricted to specific countries due to local regulations and carrier requirements. If NTO needs to support inbound messages (i.e., two-way communication) in each country, they may need to provision separate long codes for each country to comply with local regulations and ensure message deliverability.
Reference:
Salesforce Help:Keywords and Codes

NEW QUESTION # 24

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