

Reliable Marketing-Cloud-Consultant Study Materials - Valuable Marketing-Cloud-Consultant Feedback



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Salesforce Marketing-Cloud-Consultant exam is designed for marketing professionals who want to demonstrate their expertise in Salesforce Marketing Cloud. Marketing-Cloud-Consultant exam consists of 60 multiple-choice questions that cover a range of topics, including email marketing, social media marketing, mobile marketing, and data management. Candidates have 105 minutes to complete the exam, and they must score at least 65% to pass.

Salesforce Marketing Cloud is a powerful marketing automation platform that enables companies to build and execute personalized marketing campaigns across multiple channels. The Salesforce Marketing-Cloud-Consultant (Salesforce Certified Marketing Cloud Consultant) Certification Exam is designed to validate the skills and knowledge required to implement and manage Marketing Cloud solutions. Salesforce Certified Marketing Cloud Consultant certification is ideal for marketing professionals, consultants, and developers who want to demonstrate their expertise in Marketing Cloud.

Salesforce Marketing-Cloud-Consultant Exam is a certification exam that verifies the skills and knowledge of individuals in the field of Salesforce Marketing Cloud. Marketing-Cloud-Consultant exam is designed to test the proficiency of professionals in implementing, managing, and optimizing Salesforce Marketing Cloud solutions. Marketing-Cloud-Consultant exam covers a wide range of topics, including email marketing, social media advertising, mobile messaging, data management, and analytics. Salesforce Certified Marketing Cloud Consultant certification is intended for individuals who are responsible for designing, implementing, and managing marketing campaigns on the Salesforce Marketing Cloud platform.

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q18-Q23):

NEW QUESTION # 18

Northern Trail Outfitters wants to set up an automation that imports a file and sends an email to the contacts when the file is dropped on the SFTP. The name of the file will change, though it will always start with `thankyou_customers`. How would they set up the Import Activity to know the name of the file?

- A. Set File Naming Pattern to `%%AUTOMATED_FILENAME%%`
- **B. Filename is automatically passed to Import Activity with File Drop Automations**
- C. Set File Naming Pattern to `%%BASEFILENAME_FROM_TRIGGER%%`
- D. Check the 'Use filename from Automation' checkbox

Answer: B

Explanation:

In Marketing Cloud's Automation Studio, when configuring a File Drop Automation, the system automatically detects and uses the file that triggers the automation. The Import File Activity within this automation doesn't require a specific filename; instead, it processes the file that initiated the automation.

Therefore, there's no need to set a dynamic file naming pattern or check additional options.

Reference:

Salesforce Help:File Drop Automations

NEW QUESTION # 19

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Email Marketing Manager
- B. Marketing Cloud Regional or Local Administrator
- **C. Marketing Cloud Administrator**
- **D. Marketing Cloud Channel Manager**

Answer: C,D

NEW QUESTION # 20

Northern Trail Outfitters (NTO) is considering adopting Attribute Groups when incorporating data from their external systems. What statements are accurate regarding Attribute Groups?

Choose 2 answers

- **A. They can be created by templates to accomplish certain tasks.**
- B. They can contain only one data extension.
- **C. They link data extensions to other data extensions or contacts.**
- D. They replicate the structure from the external system data into templates.

Answer: A,C

NEW QUESTION # 21

How do I set up an individual who manages Marketing Cloud operations across channels, mobile, and social? Choose two.

- A. Email marketing manager role
- B. Regional or Local Administrator Role
- **C. Marketing Cloud Administrator Role**
- **D. Marketing Channel Manager Role**

Answer: C,D

NEW QUESTION # 22

A customer with limited technical resources has assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female.

Which method should a consultant recommend to ensure content is displayed properly within the email?

- A. AMPscript LookupRows function
- B. AMPscript conditional against the Gender field
- **C. Dynamic Content Block**
- D. A/B Test Content type

Answer: C

NEW QUESTION # 23

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