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The Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) Desktop-based practice Exam is ideal for applicants who don't have access to the internet all the time. You can use this Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) simulation software without an active internet connection. This Marketing-Cloud-Consultant software runs only on Windows computers. Both practice tests of Exams4Collection i.e. web-based and desktop are customizable, mimic Salesforce Marketing-Cloud-Consultant real exam scenarios, provide results instantly, and help to overcome mistakes.

Salesforce Marketing-Cloud-Consultant certification is an excellent opportunity for marketing professionals who want to enhance their skills and advance their careers. Salesforce Certified Marketing Cloud Consultant certification validates the candidate's knowledge and skills in implementing and managing marketing campaigns using Salesforce Marketing Cloud. It is a globally recognized certification that is highly valued in the industry, and passing the exam demonstrates the candidate's expertise in the field of marketing automation.

Becoming a Salesforce Certified Marketing Cloud Consultant is a great way to enhance your career prospects in the field of digital marketing. Salesforce Certified Marketing Cloud Consultant certification demonstrates your expertise in using the Salesforce Marketing Cloud to design and execute effective marketing campaigns. It also validates your ability to analyze data and use insights to optimize marketing strategies. Whether you are a marketing professional looking to advance your career or a consultant looking to provide value to your clients, the Salesforce Marketing-Cloud-Consultant Certification Exam is an excellent investment in your future.

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Salesforce Marketing-Cloud-Consultant Certification Exam is a valuable credential for professionals who want to advance their careers in marketing automation and Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification is recognized globally and demonstrates the candidate's proficiency in marketing automation and Salesforce Marketing Cloud.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q69-

Q74):

NEW QUESTION # 69

Northern Trail Outfitters wants to send a weekly coupon campaign. They segment their audience using data from several data extensions, which results in an audience size of approximately 200,000 subscribers. They want to send a reminder three days later at the subscribers' optimized send time.

What solution should they use?

- A. Automation Studio and Interaction Builder
- **B. Journey Builder**
- C. Automation Studio
- D. Automation Studio and Journey Builder

Answer: B

Explanation:

Journey Builder can be used to send a weekly coupon campaign with a reminder three days later at the subscribers' optimized send time. Journey Builder allows users to create cross-channel customer journeys that deliver personalized messages at the right time and on the right channel. Journey Builder can use Einstein Send Time Optimization to determine the optimal time to send an email based on each subscriber's past engagement behavior. References:

https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5<https://help.salesforce.com/s>

NEW QUESTION # 70

A customer wants to reports on 'Not Sent' contacts in Journey Builder.

Which method should be used?

- A. Use the standard report 'Subscribers Not Sent to'.
- B. Create an Analytics Builder Discover report.
- **C. Use an automation with Tracking Extract.**
- D. Query the _sent Data View for the contact's send status.

Answer: C

NEW QUESTION # 71

Northern Trail Outfitters want a simple segmentation strategy for identifying subscribers for their emails.

What solution should they use?

- A. Relational data extensions with primary keys to match subscribers with their data
- **B. List model and Groups in Single Send Journeys.**
- C. Data Extension Entry Source in journey Builder with a filter
- D. Attribute group in Contact Builder for segmentation.

Answer: B

Explanation:

Explanation

To use a simple segmentation strategy for identifying subscribers for their emails, Northern Trail Outfitters should use list model and groups in Single Send Journeys. List model is a method of storing subscriber information in lists rather than data extensions. Groups are segments of subscribers based on list attributes or behaviors. Single Send Journeys are journeys that allow marketers to send one-time messages to lists or groups using Journey Builder features. References:

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

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

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

NEW QUESTION # 72

Northern Trail Outfitters injects customers into journey B based upon email engagement in journey A.

Which method would facilitate this solution?

- A. In Automation Studio, query activity engagement on Journey System data view for email send to journey A; Use result data extension for journey B Subjects.
- B. In journey A, engagement split after email send. In Automation studio, query JourneyActivity data new for the Engagement split result Boolean field, Use result Data
- C. In Automation Studio, use verification activity to verify engagement on email in journey A' Query engagement data extension for journey B Subjects.
- **D. In journey A engagement split followed by Contact Activity to Boolean on an engagement data extension; Query engagement data extension injections.**

Answer: D

Explanation:

To inject customers into journey B based on email engagement in journey A, Northern Trail Outfitters should use an engagement split followed by a contact activity in journey A. The engagement split can evaluate if customers opened or clicked the email in journey A. The contact activity can update a boolean field on an engagement data extension that indicates if customers are eligible for journey B. Then, an automation can run a query activity to select the customers who have the boolean field set to true and inject them into journey B.

References:

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

NEW QUESTION # 73

Northern Trail Outfitter wants to integrate Marketing Cloud with its existing point-of-sale system in order to email purchase receipts to its customers. The point-of-sale data will need to be transformed to be received by the Marketing Cloud triggered send API. What extension product should be used to accomplish this integration?

- A. Data Studio
- B. Data Connector
- **C. MuleSoft Anypoint Platform**
- D. Datorama

Answer: C

Explanation:

To integrate Marketing Cloud with their existing point-of-sale system in order to email purchase receipts to their customers, Northern Trail Outfitters should use MuleSoft Anypoint Platform. MuleSoft Anypoint Platform is a tool that allows marketers to connect and integrate different systems and applications using APIs and connectors. MuleSoft Anypoint Platform can help transform and map data between different formats and protocols, such as JSON and SOAP.

References: <https://www.mulesoft.com/platform/anypoint-platform>

NEW QUESTION # 74

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