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## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q57-

# Q62):

## NEW QUESTION # 57

Northern Trail Outfitters received an email about reaching API limits within Salesforce and they think this is caused by the integrated Marketing Cloud account.

Which two types of API calls are counted against the rolling 24-hour limit?

- A. Login Calls
- B. SOAP API Calls updating objects
- C. Bulk API
- D. CreateSalesforceObject() AMPscript

**Answer: A,C**

Explanation:
Explanation
Login calls count as one API call for each login request, and Bulk API calls count as one API call for each batch of records processed. All API calls made by both Marketing Cloud Connect and the Marketing Cloud APIs are counted against this limit. For example, when a user logs in to the Marketing Cloud, this will count as one API call. Additionally, when a Bulk API job is created, this will count as one API call per batch of records processed.

## NEW QUESTION # 58

Scenario:

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

**Answer: C**

Explanation:
The correct answer is C, because:
In Salesforce Marketing Cloud, when a subscriber's status changes to 'Held', it means that Marketing Cloud has suppressed sending emails to that subscriber due to repeated soft or hard bounces.
Users cannot directly edit or re-enable subscribers marked as Held.
Instead, Salesforce Support must be contacted to review and re-enable those subscribers if appropriate (for example, if it was a temporary deliverability issue).
Salesforce official documentation states:
"Held Status: A subscriber is placed on Held status after a threshold of consecutive soft or hard bounces. To reactivate held subscribers, submit a case with Salesforce Support. Users cannot manually reactivate held subscribers themselves." (Source: Salesforce Marketing Cloud - Subscriber Status Overview) Important Points:
* Held status is a safety mechanism to protect sender reputation and avoid deliverability issues.
* Salesforce must verify that it is safe to re-enable these subscribers to prevent risking future blacklistings or IP reputation damage.
Why the other options are incorrect:
* #A. Extract and Import as 'Active':
* You cannot change subscriber status from 'Held' back to 'Active' through data imports - importing won't override Held status.
* #B. Mass update in Contact Builder:
* Contact Builder cannot change the status of subscribers in the All Subscribers list - status is managed at the system level.
* #D. SQL query to update 'Held' to 'Active':
* SQL queries cannot modify system-managed fields like subscriber status in the All Subscribers list.
Additional reference:
"Marketing Cloud Support can reset a subscriber's status to Active after evaluation. Self-service options are not available to update 'Held' statuses." (Source: Salesforce Marketing Cloud Admin Guide - Managing Subscribers) Thus, C is the correct and official answer.

**NEW QUESTION # 59**
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. Email Address was used as Subscriber Key
- C. ContactID was used as Subscriber Key
- D. Individual Level Tracking was not selected in Marketing Cloud Configuration

**Answer: C,D**

Explanation:
Explanation
To track clicks on Contact records in Salesforce, two requirements must be met:
The subscriber key must match the ContactID field in Salesforce.
The individual level tracking option must be selected in Marketing Cloud configuration.
If either of these requirements is not met, clicks will not show up on Contact records. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect_configuration.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_guidelines_for_marketing_cloud_connec

**NEW QUESTION # 60**
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. User device data is unavailable in Contact Builder for up to 24 hours.
- C. Existing users will create additional Contacts in Marketing Cloud.
- D. Newly registered users will create additional Contacts in Marketing Cloud.

**Answer: D**

**NEW QUESTION # 61**
Northern Trail Outfitters received a complaint today from a customer who received an email after unsubscribing last week. Today's email was sent using Marketing Cloud Connect (MCC), though last week was sent when an external system dropped a file on the Marketing Cloud SFTP and triggered a User-Initiated Send through an automation.
What could be the reason the customer received the email through MCC?

- A. The previous send used Email Address as a Subscriber Key.
- B. The Email Opt Out field needs to be added to the Contact Page Layout.
- C. The previous send's user needed to have edit permissions in Salesforce,
- D. Email Opt Out is only updated if the send originates in Salesforce.

**Answer: A**

Explanation:
The subscriber key is a unique identifier for each subscriber in Marketing Cloud. It is used to track subscriber preferences, behaviors, and attributes across channels and business units. If the previous send used email address as a subscriber key, it would not match the subscriber key in Sales Cloud, which is usually the contact or lead ID. Therefore, the email opt out status would not be synchronized between Marketing Cloud and Sales Cloud, and the customer could receive an email through MCC even after unsubscribing from the previous send. References:https://help.salesforce.com/articleView?id=sf.mc_co_subscriber_key.htm&type=5

**NEW QUESTION # 62**
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