

Marketing-Cloud-Consultant Valid Test Pdf - Marketing-Cloud-Consultant Mock Exam



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Salesforce Marketing-Cloud-Consultant Exam, also known as the Salesforce Certified Marketing Cloud Consultant Exam, is designed for professionals who want to demonstrate their expertise in implementing and managing Marketing Cloud solutions. Marketing-Cloud-Consultant Exam validates your knowledge of Marketing Cloud features, functionalities, and best practices, as

well as your ability to design and implement marketing strategies that align with business goals.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q93-Q98):

NEW QUESTION # 93

What is a correct statement about a database of record? Choose 2 answers

- A. A database of record is any database containing subscriber data.
- B. A database of record is a system in which a subscriber's status is maintained
- C. A database of record is a centralized storage repository of data about objects or people.
- D. A database of record is a data structure in which multiple opt-in statuses can be stored for a subscriber.

Answer: B,C

NEW QUESTION # 94

Northern Trail Outfitters has a data extension that stores all of their orders. They want to send out a daily email for orders with their status changed to 'shipped' that day through a journey.

Which two methods should be used to filter entry into the journey?

Choose 2 answers

- A. Entry Source Filter
- B. SQL Query
- C. Decision Split
- D. Filter Activity

Answer: A,B

NEW QUESTION # 95

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- A. Create a Data Relationship in Email Studio to relate the two data extensions.
- B. Configure activities within Automation Studio to update the purchase data.
- C. Utilize Entry Data on a Decision Split within Journey Builder.
- D. Use Data Designer in Contact Builder to relate the two data extensions.

Answer: A,C

NEW QUESTION # 96

Northern Trail Outfitters wants to integrate Marketing Cloud with its existing point-of-sale system in order to email purchase receipt 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. MuleSoft Anypoint Platform
- B. Datorama
- C. Data Studio
- D. Data Connector

Answer: D

NEW QUESTION # 97

ABC Company needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel

due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations.

What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A triggered message to send an email as soon as a customer completes a purchase.
- B. A triggered automation to send emails to customers who have made a purchase.
- C. A scheduled automation to send emails to customers who made a purchase daily.
- D. A user-initiated message to send an email to customers who made a purchase daily.

Answer: A

Explanation:

Transactional message (Order confirmation) requires triggered message.

NEW QUESTION # 98

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