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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q114-Q119):

NEW QUESTION # 114

A customer executes a large number of sends via Marketing Cloud Connect and is concerned about API Limits. What should the consultant suggest to minimise the impact of Marketing Cloud Connect on daily API limits? Choose 2

- A. Filter target audiences based on mapped profile attributes to reduce Bulk API calls
- B. Upgrade the Marketing Cloud Account to ConnectedApp Authentication

- C. Use Data Stream to sync object data into a Data Extension in the Marketing Cloud
- D. Share Sales Cloud user licenses across Marketing Cloud users

Answer: A,D

NEW QUESTION # 115

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

Answer: A,B

NEW QUESTION # 116

A customer has a business requirement to exclude email addresses of certain contacts in their loyalty program from the sends with several sender profiles. These contacts are dynamically identified with the help of the SQL query on a daily basis.

What solution should be recommended to automate exclusion of the identified email addresses from all future sends that use specific sender profiles?

- A. Auto-suppression list
- B. Suppression list
- C. Exclusion data extension
- D. Publication list

Answer: A

NEW QUESTION # 117

Northern Trail Outfitters is growing and acquiring other organizations, each with its own instance of Sales Cloud. They are debating whether to upgrade Marketing Cloud Connect to Multi-Org.

What consideration could be provided to help with the decision?

- A. Shared Salesforce Data Extensions will be enabled in up to 5 business units.
- B. Once an account is upgraded to Multi-Org, it cannot be turned off.
- C. Custom profile and subscription centers will not be required.
- D. Existing accounts cannot be upgraded to Multi-Org.

Answer: B

Explanation:

One of the considerations for upgrading Marketing Cloud Connect to Multi-Org is that once an account is upgraded to Multi-Org, it cannot be turned off. This means that the account will permanently have separate integrations for each business unit and Salesforce org, and some features may not work as expected in Multi-Org mode. References: [https://help.salesforce.com/articleView?id=sf.mc_co_multi_org_account_considerations.htm&](https://help.salesforce.com/articleView?id=sf.mc_co_multi_org_account_considerations.htm&id=sf.mc_co_multi_org_account_considerations.htm&)

NEW QUESTION # 118

For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering implementing Tokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive emails per year.

Which two considerations should be made about Tokenized Sending? (Choose 2 answers)

- A. Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
- B. Tokenized Sending should be combined with field-level data encryption for additional security.

- C. Journey Builder Decision Splits provide a method to access data of Tokenized data natively.
- **D. Personalization Strings still allow PII to be displayed within an email.**

Answer: A,D

Explanation:

Explanation

Two considerations that should be made about tokenized sending are:

Personalization strings still allow PII to be displayed within an email. Tokenized sending does not encrypt or mask PII within an email, it only prevents it from being stored in Marketing Cloud.

Therefore, personalization strings should be used with caution and only when necessary.

Service Level Agreements for email sends are unsupported with the inclusion of outside servers.

Tokenized sending relies on an external server to provide PII at send time, which may introduce latency or errors that affect the delivery time and performance of emails.

Journey Builder decision splits do not provide a method to access tokenized data natively, but they can be configured with custom activities or API calls to do so. Tokenized sending does not require field-level data encryption for additional security, as PII is never stored in Marketing Cloud. References:

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

NEW QUESTION # 119

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