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Marketing-Cloud-Consultant Latest Dumps: Salesforce Certified Marketing Cloud Consultant & Salesforce Certified Marketing Cloud Consultant Exam Cram

There are various individuals who have never shown up for the Salesforce Certified Marketing Cloud Consultant certification test as of now. They know close to nothing about the Salesforce Certified Marketing Cloud Consultant exam model and how to attempt the requests. Salesforce Marketing-Cloud-Consultant Dumps give an unequivocal thought of the last preliminary of the year model and how a promising rookie ought to attempt the solicitation paper to score well.

Preparing for the Salesforce Marketing-Cloud-Consultant Exam requires a solid understanding of the Marketing Cloud platform and its various features. You can start by reviewing the official Salesforce study guide and taking online courses and webinars. It is also recommended to gain practical experience by working with the platform and implementing Marketing Cloud solutions for clients or organizations. Additionally, there are many online resources such as forums, blogs, and user groups that can provide valuable insights and tips to help you prepare for the exam.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q47-Q52):

NEW QUESTION # 47

A customer has an eCommerce site and Imports data into three data extensions daily; 'Orders', 'Order_Details' and 'Products' the data extension contains the following information:

* Orders: OrderId, CustomerId, OrderNumber, OrderDate, OrderTotal, GrandTotal

* Order_Details: ProductId, OrderId, Qty, UnitPrice, ExtendedPrice, Discount

* Products: ProductId, SKU, Name, Description, Cost, Price

What two actions should be taken in Data Designer?

- A. Create a one-to-one relationship between Orders and order_Details
- **B. Create a one-to-one relationship between Order_Details and Products**
- C. Create a one-to-many relationship between Orders and Order_Details
- **D. Create a one-to-one relationship between the contact record and Order_Details**

Answer: B,D

NEW QUESTION # 48

A consultant wants to trigger an email whenever the status field on the Lead Object changes to Hot, Tracking data will need to be kept in the sales cloud.

Which three steps should the consultant use in the solution

- **A. Enable triggered sends on the Lead object in configuration**
- B. Put a SOAP API in place via the marketing cloud API
- **C. Write an Apex Trigger on the Lead object**
- D. Create the triggered send definition in the sales cloud
- **E. Create the triggered send definition in the marketing cloud**

Answer: A,C,E

NEW QUESTION # 49

Which statement is correct regarding tracking aliases? Choose 2 answers

- **A. Tracking aliases are primarily relevant when used with email conversion tracking.**
- **B. Tracking aliases can differentiate click activity in an email to the same URL.**
- C. Tracking aliases are found in Tracking and some standard reports.
- D. Tracking aliases are associated with a URL in HTML as: tag="alias text".

Answer: A,B

NEW QUESTION # 50

Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment.

Which process should the consultant utilize for a reliable send method?

- A. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow.
- B. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send.
- C. Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event.
- **D. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow.**

Answer: D

Explanation:

For large volumes (one million records) and complex segmentation (10+ fields), the best approach is to use Automation Studio to query Synchronized Data Extensions and build a filtered Salesforce Data Extension.

Then, use that Data Extension for sending in Email Studio.

Sending directly to a Salesforce Report is not recommended for high volumes or complex segmentation.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Synchronized Data Extensions Best Practices

"For high-volume sends and complex segmentation, use Automation Studio to query synchronized data and populate Salesforce Data Extensions." Source: Salesforce Help - Email Studio Sending Best Practices

"Perform complex segmentation prior to sending by preparing Data Extensions, especially for high-volume email sends."

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NEW QUESTION # 51

Northern Trail Outfitters has created child business units (BU) for their different regional offices. They want to limit subscriber records by BU, so users who are assigned to a BU can only view and send to Subscriber records in their region. A Profile Attribute named 'Region' associates a subscriber to a geographical region.

How could they ensure subscribers with a matching 'Region' Profile Attribute value are available in each BU?

- **A. Select 'Define Subscriber Filter' for each BU on the BU Setup page and configure a condition to match the corresponding Profile Attribute.**
- B. Create a measure for each corresponding 'Region' Profile Attribute and include the measure in a Filtered Data Extension for each BU.
- C. Open the Profile Attribute Properties for the 'Region' Profile Attribute and select the 'Filter Subscribers by Attribute' option.
- D. Create a list in each BU and add subscribers with a matching Region to the list.

Answer: A

Explanation:

Using "Define Subscriber Filter" at the BU level allows you to limit subscribers based on Profile Attributes like "Region." Each child BU will then automatically filter the All Subscribers list and other sendable data based on that Region, ensuring users in a BU can only access subscribers for their specific region.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Define Subscriber Filters for Business Units

"Subscriber filters allow you to limit the subscribers available to users in a business unit based on Profile Attributes. Define a condition such as Region = 'West' to restrict subscribers to a particular group."

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NEW QUESTION # 52

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