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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q54-Q59):

NEW QUESTION # 54
Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.
What should be used to segment this audience?

- A. Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context
- B. Use exclusion lists for the send - excluding those that already were sent the email
- C. Use SQL Query to filter the audience into a new data extension that is upserted every day
- D. Use a SQL Query to filter the audience into a new data extension that is overwritten each day

Answer: A

NEW QUESTION # 55
Northern Trail Outfitters wants to enable Sales Cloud users to manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder.
What should a consultant recommend for segmentation?

- A. Salesforce Campaign
- B. Salesforce Report
- C. Salesforce Data Extension
- D. Synchronized Data Extension

Answer: A

Explanation:
Salesforce Campaigns are the best way for Sales Cloud users to manually create a segment of Leads and Contacts. Through Marketing Cloud Connect, Salesforce Campaigns can be used directly as an audience source in the Content Builder Send Flow, allowing quick selection and targeting without custom queries.
-
Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Marketing Cloud Connect and Salesforce Campaigns
"Salesforce Campaigns can be used as an audience for sending emails from Marketing Cloud. Campaign Members (Leads and Contacts) can be targeted directly." Source: Salesforce Help - Send Flow and Salesforce Data
"When sending an email using Content Builder's Send Flow, users can select Salesforce Campaigns as the audience source if Marketing Cloud Connect is enabled."

NEW QUESTION # 56
Northern Trail Outfitters is looking to personalize their SMS Messages.
Which data source is supported to personalize messages?

- A. Data Designer Attribute Group
- B. Profile Attributes.
- C. Population in Contact Builder
- D. MobileConnect Demographics

Answer: D

NEW QUESTION # 57

Northern Trail Outfitters (NTO) wants to personalize emails and display different content based on customer points. NTO has limited development expertise and chooses to use dynamic content.

What should the consultant consider when building dynamiccontent rules?

- A. Standardize field naming across all sendable data extensions.
- B. Build rules before uploading the respective content.
- C. Create a custom list and add all fields required for personalization.
- D. Create a synchronized data extension to keep all fields required for personalization up-to-date

Answer: B

Explanation:

A consideration that should be made when building dynamic content rules is that rules should be built before uploading the respective content. Dynamic content rules are rules that define whatcontent should be displayed based on subscriber attributes or behaviors. Dynamic content rules should be created before uploading content blocks or images into Content Builder, as they cannot be edited after content is uploaded.

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

NEW QUESTION # 58

A retail company's database of record resides at a third-party company which also keeps track of purchase history. Their database only updates once a day where new records can be created and merged. The database uses the unique identifier "Customer ID". The company wants to send real-time Welcome emails to newly registered website users who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Customer ID" in the database.

Which three key issues should be addressed?

Choose 3 answers

- A. Will new users have a "Customer ID"?
- B. What will be used as Subscriber Key?
- C. Will the company need a custom preference center?
- D. How will Marketing Cloud and the database synchronize?
- E. What publication lists will be used?

Answer: A,B,D

NEW QUESTION # 59

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