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You must be very surprised to see that our pass rate of the Marketing-Cloud-Consultant study guide is high as 98% to 100%! We can tell you with data that this is completely true. The contents and design of Marketing-Cloud-Consultant learning quiz are very scientific and have passed several official tests. Under the guidance of a professional team, you really find that Marketing-Cloud-Consultant training engine is the most efficient product you have ever used.

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

NEW QUESTION # 47

A customer wants to perform an email send to a subset of a Synchronized Data Extension filtered on custom object data and return tracking to the Sales Cloud.

What approach should the consultant recommend?

Choose 2 answers

- A. Use DataFilters to segment data to output a Sendable Data Extension
- B. Use Data Filters or Query Activities to output a Sendable Salesforce Data Extension.
- C. Use Data Stream to sync Sales Cloud objects to the Marketing Cloud.
- D. Use Query Activities to create a Sendable Synchronized Data Extension.

Answer: B,C

NEW QUESTION # 48

A customer wants to create a loyalty program by Identifying all subscribers who clicked on a link within any email sent within the last six months.

What should be recommended?

- A. Create and execute a Tracking Extract.
- B. Create and execute a SQL Query against the _Click data view.
- C. Create and execute a Subscriber Engagement report.
- D. Create and execute a Data Filter on the_Click data view.

Answer: B

Explanation:
Explanation
A SQL query is an automation studio activity that allows querying data from data extensions or data views using SQL statements. A data view is a system-generated table that stores information about subscriber actions, such as clicks, opens, bounces, etc. The _Click data view contains information about each click event for each subscriber in the last six months. By creating and executing a SQL query against the _Click data view, the customer can identify all subscribers who clicked on a link within any email sent within the last six months. References: https://help.salesforce.com/articleView?id=sf.mc_as_sql_query_activity.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_as_data_view_click.htm&type=5

NEW QUESTION # 49

Northern Trail Outfitters (NTO) uses the SAP domain comms.nto.com and has just opened an office in Australia. They have created a business unit for their new office and want to use the domain comms.nto.com.au to send emails to their Australian customers.

What would be required to enable sending emails from their new domain without impacting deliverability?

- A. An additional IP address
- B. An additional private domain
- C. An additional Sender Authentication Package
- D. Register the new domain in Setup > From Address Management

Answer: C

Explanation:
Explanation
A Sender Authentication Package (SAP) is a set of features that authenticate an email sender's identity and reputation, such as a private domain, a dedicated IP address, a link customization, and a reply mail management. By having an additional SAP for the new domain comms.nto.com.au, NTO can send emails from their new domain without impacting deliverability. An additional IP address is not required if they already have one for their SAP. An additional private domain is not enough to authenticate their sender identity and reputation. Registering the new domain in From Address Management is not necessary if they have an SAP for the new domain. References:
https://help.salesforce.com/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5
https://help.salesforce.com/articleView?id=sf.mc_es_from_address_management.htm&type=5

NEW QUESTION # 50

Northern Trail Outfitters wants to use Marketing Cloud to send notifications to customers when their orders are ready for in-store pickup. The notifications can be either SMS or email depending on their communications preference.
How should the consultant set this up?

- A. Automation with a Send SMS and Send Email activity in separate consecutive steps.
- B. Create an Outbound Message in MobileConnect with AMPscript in body to trigger an email confirmation as a fallback.
- C. Journey Builder multi-step journey with an API entry event and a decision split.
- D. Journey Builder Transactional Send Journey.

Answer: D

NEW QUESTION # 51
Northern Trail Outfitters injects outcomes journey B based upon email engagement in journey A.
Which method would facilitate this solution?

- A. In journey A, engagement split followed by Update Contact Activity to Boolean field on an engagement data extension: Query engagement data extension for journey B injection.
- B. In journey A, engagement split email send. In Automation Studio, query_ journey Activity data view for the Engagement Split Result Boolean field: Use resultant data extension for journey B injection.
- C. In Automation Studio, use verification activity to verify engagement or email in journey A:Qeuery engagement data extension for journey B injection.
- D. In Automation Studio, query activity engagement an journey system data view for email send is journey A; Use resultant data extension for journey B Injection.

Answer: A

Explanation:
Explanation
To inject contacts into journey B based on email engagement in journey A, Northern Trail Outfitters should use an engagement split followed by an update contact activity to a Boolean field on an engagement data extension in journey A, and query the engagement data extension for journey B injection. An engagement split is an activity that allows marketers to route contacts based on their engagement with email messages, such as opens or clicks. An update contact activity is an activity that allows marketers to update contact attributes or data extension fields based on journey data. A query activity is an activity that allows marketers to retrieve data from data extensions using SQL queries. References:
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NEW QUESTION # 52
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