

# Exam Marketing-Cloud-Consultant Tests, Marketing-Cloud-Consultant Interactive EBook



BONUS!!! Download part of Actual4Exams Marketing-Cloud-Consultant dumps for free: [https://drive.google.com/open?id=1\\_6xvk6TtajhY24mGSJEDqXZ7V60IVTK](https://drive.google.com/open?id=1_6xvk6TtajhY24mGSJEDqXZ7V60IVTK)

Marketing-Cloud-Consultant certification exam opens the doors for starting a bright career. After passing the Salesforce Certified Marketing Cloud Consultant Marketing-Cloud-Consultant test you will easily apply for well-paid jobs in top companies all over the world. Marketing-Cloud-Consultant exam offers multiple advantages including high salaries, promotions, enhancing resumes, and skills improvement. Once you pass the Marketing-Cloud-Consultant Exam, you can avail all these benefits. If you want to pass the Salesforce Marketing-Cloud-Consultant certification exam, you must find the best resource to prepare for the Marketing-Cloud-Consultant test.

To earn this certification, candidates must pass a 60-question multiple-choice exam that covers various aspects of the Salesforce Marketing Cloud platform, including email marketing, mobile marketing, social media marketing, data management, and analytics. Marketing-Cloud-Consultant Exam also tests your ability to understand and interpret customer data, develop and execute marketing campaigns, and measure their effectiveness. By passing this certification exam, you can prove your proficiency in using the Salesforce Marketing Cloud platform to drive business growth and revenue.

## Salesforce Marketing-Cloud-Consultant Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> <li>• Data Modeling and Management: This topic challenges Salesforce marketing cloud consultants to distinguish between reports, data views, and tracking extracts, identify the right data objects for given scenarios, and assess the implications of contact identity choices on the data model. Precision in managing data is key here.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• Account Configuration: This topic assesses the capability of Salesforce marketing cloud consultants to manage account hierarchies, troubleshoot features like Reply Mail Management, and evaluate the impact of Sender Authentication Package. They will also demonstrate proficiency in Mobile Studio, ensuring they can configure accounts to meet complex customer needs.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• Messaging: This topic tests your ability to deliver personalized and engaging messaging by choosing the right options for individualization. You will show how to align messaging strategies with customer scenarios, demonstrating your ability to optimize communication for impact.</li> </ul>

>> Exam Marketing-Cloud-Consultant Tests <<

## Marketing-Cloud-Consultant Interactive EBook, Practice Test Marketing-Cloud-Consultant Pdf

Success in the test of the Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) certification proves your technical knowledge and skills. The Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) exam credential paves the way toward landing high-paying jobs or promotions in your organization. Many people who attempt the Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) exam questions don't find updated practice questions. Due to this they don't prepare as per the current Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) examination content and fail the final test. Failure in the Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) exam dumps wastes the money and time of applicants.

## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q112-Q117):

### NEW QUESTION # 112

A customer wants to capture and categorize email Not Sent events and begin identifying trends. They want to keep the data in Marketing Cloud and run queries against the dataset. The customer created a data extension to receive the information. Which order of Automation Studio activities should be recommended?

- A. Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type
- B. Data Extract with the Data Extension Extract type > File Transfer to Safehouse > File Transfer unzip > SQL Query
- C. Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File
- D. SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File

**Answer: C**

Explanation:

To capture and categorize email Not Sent events and insert them into a data extension using Automation Studio, Northern Trail Outfitters should use the following order of activities:

- \* Data Extract with the Tracking Extract type. This activity will extract tracking data, such as Not Sent events, from Marketing Cloud and place a zipped file in the Safehouse.
- \* File Transfer from Safehouse. This activity will move the zipped file from the Safehouse to an Enhanced FTP location.
- \* File Transfer unzip. This activity will unzip the file and place it in an Enhanced FTP location.
- \* Import File. This activity will import the file into a data extension.

Data Extension Extract is not a valid extract type for tracking data. SQL Query is not an activity that can insert data into a data extension from a file. Data Factory Utility is not a valid activity in Automation Studio.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_data\\_extract\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_file\\_transfer\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_file_transfer_activity.htm&type=5)

[https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_import\\_file\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_import_file_activity.htm&type=5)

### NEW QUESTION # 113

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

**Answer: B**

### NEW QUESTION # 114

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest-value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should they use to create an audience for this campaign? Choose 3 answers

- A. Proximity to Store
- B. Lifetime Purchase Value
- C. Conversion Rate
- D. Ages in Household
- E. Last Purchase Date

**Answer: B,C,E**

### NEW QUESTION # 115

What is a correct statement about Send Log data?

Choose 3 answers

- A. Can be accessed via Query activities.
- B. Can be added to a standard data view.
- C. Can be included in measures and filters.
- D. Can be incorporated into standard reports.
- E. Can be stored for a set period of time.

**Answer: A,C,E**

### NEW QUESTION # 116

A retail company does business in both the United States and Canada

a. They also have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a "Version" data field indicating the type of email the customer is to receive.

What question should be asked to determine a data/segmentation strategy?

Choose 2 answers

- A. Will customers be able to sign up for the loyalty program at the store?
- B. Will multiple languages be used, with a "From Name" lookup table needed?
- C. Is the purpose of these emails for acquisition or retention or transactional?
- D. Will version values/meanings change, precluding reusable AMPscript?

**Answer: B,D**

• • • • •

**Marketing-Cloud-Consultant Interactive EBook:** <https://www.actual4exams.com/Marketing-Cloud-Consultant-valid-dump.html>

- DOWNLOAD the newest Actual4Exams Marketing-Cloud-Consultant PDF dumps from Cloud Storage for free:  
[https://drive.google.com/open?id=1\\_6xvk6TtajhY24rnGSJEDqXZ7V60IVTK](https://drive.google.com/open?id=1_6xvk6TtajhY24rnGSJEDqXZ7V60IVTK)