

Marketing-Cloud-Consultant関連問題資料 & Marketing-Cloud-Consultant試験内容



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Salesforce Marketing-Cloud-Consultantの試験を受ける資格を得るには、候補者はSalesforce Marketing Cloud Platformと協力してデジタルマーケティングの概念と経験を十分に理解する必要があります。電子メールマーケティング、モバイルメッセージング、ソーシャルメディア広告、Webパーソナライズなど、プラットフォームのさまざまな機能と機能に精通している必要があります。さらに、候補者は、顧客データの操作、データ拡張機能の作成と管理、および自動化ワークフローの開発経験がある必要があります。

>> Marketing-Cloud-Consultant関連問題資料 <<

実用的なMarketing-Cloud-Consultant関連問題資料 & 合格スムーズ Marketing-Cloud-Consultant試験内容 | ハイパスレートのMarketing-Cloud-Consultant科目対策

JapancertのSalesforceのMarketing-Cloud-Consultant試験トレーニング資料は試験問題と解答を含まれて、豊富な経験を持っているIT業種の専門家が長年の研究を通じて作成したものです。その権威性は言うまでもありません。うちのSalesforceのMarketing-Cloud-Consultant試験トレーニング資料を購入する前に、Japancertのサイトで、一部のフリーな試験問題と解答をダウンロードでき、試用してみます。君がうちの学習教材を購入した後、私たちは一年間で無料更新サービスを提供することができます。

Salesforce Certified Marketing Cloud Consultant 認定 Marketing-Cloud-Consultant 試験問題 (Q65-Q70):

質問 # 65

Northern Trail Outfitters recently upgraded their preference center to allow customers to indicate which products they are interested in and to have the ability to opt up and down in send volume. They would like to configure the Delivery Options in a Journey Builder Email Activity to take these new data points into account.

Which two options could allow them to meet the requirement? (Choose 2 answers)

- A. Suppression List
- B. Publication List

- C. Domain Exclusion
- **D. Auto-Suppression List**

正解: B、D

解説:

#Comprehensive and Detailed Explanation:

* B (Publication List) allows subscribers to opt down or up in terms of subscription types. Customers indicating product interests and preferred messaging frequency would fit into Publication List management.

* C (Auto-Suppression List) can exclude certain groups or preferences at the message send level automatically, especially if customers opt-down or unsubscribe partially.

#Why Others Are Incorrect:

* A: Suppression Lists are manually managed and aren't dynamically tied to preferences.

* D: Domain Exclusion blocks entire domains (e.g., gmail.com) - not individual preference management.

Exact Extract:

Salesforce Help: Publication Lists Overview

"Publication lists manage opt-ins and opt-outs at a more granular level, allowing customers to control which messages they want to receive." Salesforce Help: Auto-Suppression Lists

"Auto-suppression lists automatically prevent messages from being sent to specific subscribers based on business rules and preferences."

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質問 # 66

Northern Trail Outfitters (NTO) is the holding company of three subsidiaries: Universal Containers, Ursa Major Solar, and Cloud Kicks. NTO recently purchased Marketing Cloud and has asked its consultant to recommend a scalable business unit (BU) hierarchy. They don't plan on executing any marketing campaigns on behalf of the NTO holding company, but NTO employees would like access to all subscribers and aggregate reporting. Additionally, each subsidiary business will be regularly running campaigns and should have their own branding, content, and subscribers.

Which solution should the consultant recommend?

- **A. One parent BU and three child BUs with their own Sender Authentication Packages.**
- B. One parent BU and one child BU
- C. One parent BU and two child BUs with their own Sender Authentication Packages.
- D. One parent BU with three additional private domains.

正解: A

解説:

Explanation

To recommend a scalable business unit hierarchy for Northern Trail Outfitters and its three subsidiaries, the consultant should suggest one parent BU and three child BUs with their own Sender Authentication Packages.

This will allow each subsidiary business to have their own branding, content, and subscribers, as well as access to aggregate reporting and shared subscribers from the parent BU. Each child BU should have its own Sender Authentication Package to authenticate its email sends with its own domain and branding. References:

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

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

質問 # 67

Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).

- * The first DE is populated by web analytics data and does not contain a Subscriber Key or Email Address value.
- * A Customer Reference DE is updated daily and holds subscriber information.
- * The third DE is populated by a file sent to the SFTP after five days if the customer has not purchased the abandoned items.
- * The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.
- * If the web analytics file is empty, NTO does not want the automation to finish running.

Which order of activities should be used to fulfill this requirement?

- **A. File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file**

two

- B. Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- C. Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- D. File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one > Query Activity for file two > Data Extension Entry

正解: D

解説:

This requirement involves:

- * File Drop Automation to start automatically when the web analytics file arrives.
- * Import File Activity to bring the file into Marketing Cloud.
- * Verification Activity to check that the file is not empty before continuing.
- * Query Activity for file one (web analytics + customer reference join) and file two (5-day delay DE usage).
- * Then Data Extension Entry to push qualified customers into the journey.

This matches the flow outlined in Option B exactly.

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Exact Extract from Salesforce Documentation:

Source: Salesforce Help - File Drop Automations

"Use a File Drop automation to trigger an automation when a file is dropped on your Enhanced FTP server." Source: Salesforce Help - Verification Activity

"The Verification Activity checks conditions before continuing an automation. For example, you can verify if a data extension has at least one record." Source: Salesforce Help - Automation Studio Activities

"Query Activities allow you to join, filter, and transform data between data extensions before sending contacts into Journeys."

質問 # 68

Northern Trail Outfitters injects customers into Journey B based upon email engagement in Journey A.

Which method would facilitate this solution?

- A. In Automation Studio, query activity engagement on Journey System data view for email send to Journey A; Use result data extension for Journey B Subjects.
- B. In Journey A, engagement split after email send. In Automation Studio, query JourneyActivity data view for the Engagement split result Boolean field, use result Data.
- C. In Automation Studio, use verification activity to verify engagement on email in Journey A; query engagement data extension for Journey B Subjects.
- D. In Journey A, engagement split followed by Contact Activity to Boolean on an engagement data extension; query engagement data extension injections.

正解: B

解説:

You would:

- * Use an Engagement Split in Journey A to track who engaged (opened or clicked).
- * After the Engagement Split, capture the engagement decision (typically Boolean) into an attribute or Data Extension.
- * Then use Automation Studio to query the JourneyActivity data views for those who engaged and inject them into Journey B.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Engagement Split Activity

"The Engagement Split activity evaluates contacts based on interactions with an email activity, such as opens or clicks." Source: Salesforce Help - Journey Activity and Data Views

"Query JourneyActivity Data Views to retrieve information about contact flow and outcomes, including engagement split results."

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質問 # 69

Northern Trail Outfitters (NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. These emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.

How should NTO marketers ensure there's a limit to the number of times a particular image asset can be chosen for a customer?

- **A. Set Fatigue Rules for the product Asset Classes.**
- B. Set a Fallback Asset.
- C. Utilize Einstein Engagement Frequency to send the emails less often.
- D. Ask the content team to create more images in order to diversify the asset pool.

正解: A

解説:

Fatigue Rules in Einstein Content Selection allow marketers to limit how many times a specific asset can be shown to a customer over a defined time frame. This ensures better asset variety and prevents customers from seeing the same content repeatedly.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Einstein Content Selection Fatigue Rules

"Fatigue rules allow you to set restrictions on how often an asset or class of assets appears to an individual over a specific timeframe, improving engagement and reducing redundancy."

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質問 # 70

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Marketing-Cloud-Consultant試験内容: <https://www.japancert.com/Marketing-Cloud-Consultant.html>

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形而上の本質は常に形而上自体から隠されており、それ自体の本質に従って隠されています、このMarketing-Cloud-Consultantの環境では、私たちは自分自身と環境の両方を扱います 不平を言うのに加えて、追加の痛みは、自分自身について話すのではなく、自分自身について話すことを恥ずかしい環境に置かれるべきです。

Marketing-Cloud-Consultant試験の準備方法 | ユニークなMarketing-Cloud-Consultant関連問題資料試験 | 実用的なSalesforce Certified Marketing Cloud Consultant試験内容

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- Marketing-Cloud-Consultant勉強方法 ☐ Marketing-Cloud-Consultant的中関連問題 ☐ Marketing-Cloud-Consultant日本語版問題解説 ☐ ⇒ www.mogixam.com ⇐ は、（Marketing-Cloud-Consultant）を無料でダウンロードするのに最適なサイトですMarketing-Cloud-Consultant日本語版問題解説
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範圍

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