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Salesforce Marketing-Cloud-Consultant (Salesforce Certified Marketing Cloud Consultant) Certification Exam is a comprehensive test designed to evaluate the candidate's knowledge and skills in marketing automation and Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification is valuable for professionals who want to enhance their careers in marketing automation and Salesforce Marketing Cloud. If you are interested in taking Marketing-Cloud-Consultant exam, make sure to have a strong understanding of marketing automation and Salesforce Marketing Cloud concepts, and at least two years of experience in the field.

Salesforce Marketing-Cloud-Consultant Exam covers a wide range of topics, including email marketing, social media, mobile marketing, digital analytics, and data management. Candidates are required to demonstrate their understanding of marketing automation workflows, data segmentation, and advanced marketing techniques. Marketing-Cloud-Consultant exam is not easy, and it's essential to have a solid understanding of the Marketing Cloud platform to pass it.

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Pass the Salesforce Certified Marketing Cloud Consultant Marketing-Cloud-Consultant certification exam which is a challenging task. To make Marketing-Cloud-Consultant exam success journey simple, quick, and smart, you have to prepare well and show a firm commitment to passing this exam. The real, updated, and error-free Salesforce Certified Marketing Cloud Consultant Marketing-Cloud-Consultant Exam Dumps are available over the DumpsQuestion.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q118-Q123):

NEW QUESTION # 118

Northern Trail Outfitters (NTO) wants to use Case data from Service Cloud as part of their current email messaging campaign. They

want to import cases that indicate the customer wants someone to contact them after the case is closed. NTO tracks cases with a checkbox field called "Contact Me".

- A. Create Reports in Salesforce filtered by Contact Me equal to True and import using the Import word.
- **B. Use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field.**
- C. Use Salesforce Data Extensions and Filter Activities in Automation Studio to import and filter the data.
- D. Create data extensions in Marketing Cloud and import the data from Service Cloud using Journey Builder.

Answer: B

NEW QUESTION # 119

Scenario:

A B2B customer notices they have a large number of subscribers marked as 'Held'. During troubleshooting, they realize these were soft bounces from overwhelming the email servers of many of the small companies with which they do business.

What step(s) should the customer take to move those subscribers back to 'Active'?

- A. Use Contact Builder to mass update all 'Held' subscribers to 'Active' status.
- B. Extract subscribers who have a status of 'Held', then import subscribers as 'Active'.
- **C. Subscribers with a status of 'Held' should be re-enabled by contacting support.**
- D. Use a SQL query to change all subscribers with a status of 'Held' to 'Active' in All Subscribers.

Answer: C

Explanation:

The correct answer is C, because:

In Salesforce Marketing Cloud, when a subscriber's status changes to 'Held', it means that Marketing Cloud has suppressed sending emails to that subscriber due to repeated soft or hard bounces.

Users cannot directly edit or re-enable subscribers marked as Held.

Instead, Salesforce Support must be contacted to review and re-enable those subscribers if appropriate (for example, if it was a temporary deliverability issue).

Salesforce official documentation states:

"Held Status: A subscriber is placed on Held status after a threshold of consecutive soft or hard bounces. To reactivate held subscribers, submit a case with Salesforce Support. Users cannot manually reactivate held subscribers themselves." (Source: Salesforce Marketing Cloud - Subscriber Status Overview) Important Points:

* Held status is a safety mechanism to protect sender reputation and avoid deliverability issues.

* Salesforce must verify that it is safe to re-enable these subscribers to prevent risking future blacklistings or IP reputation damage.

Why the other options are incorrect:

* #A. Extract and Import as 'Active':

* You cannot change subscriber status from 'Held' back to 'Active' through data imports - importing won't override Held status.

* #B. Mass update in Contact Builder:

* Contact Builder cannot change the status of subscribers in the All Subscribers list - status is managed at the system level.

* #D. SQL query to update 'Held' to 'Active':

* SQL queries cannot modify system-managed fields like subscriber status in the All Subscribers list.

Additional reference:

"Marketing Cloud Support can reset a subscriber's status to Active after evaluation. Self-service options are not available to update 'Held' statuses." (Source: Salesforce Marketing Cloud Admin Guide - Managing Subscribers) Thus, C is the correct and official answer.

NEW QUESTION # 120

Northern Trail (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Build to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could be using Automation Studio entirely.

Which three tasks would a consultant suggest for using Documentary Builder instead of Automation Studio?

Choose 3 Answers

- **A. Building simple segmented campaigns without SQL queries**
- **B. Setting behavior-based goals**
- **C. Designing decision logic via an ... user interface.**
- D. Creating customer segments from multiple data extensions

- E. Processing zipped encrypted files containing subscriber data

Answer: A,B,C

Explanation:

Explanation

Three tasks that a consultant would suggest for using Journey Builder instead of Automation Studio are:

Building simple segmented campaigns without SQL queries. Journey Builder allows marketers to create simple segmented campaigns using filters and rules without writing SQL queries. Automation Studio requires SQL queries for creating complex segments using data extensions.

Designing decision logic via an intuitive user interface. Journey Builder allows marketers to design decision logic using activities such as decision splits, engagement splits, or random splits via an intuitive user interface. Automation Studio requires scripting or coding for creating decision logic using activities such as script activities or verification activities.

Setting behavior-based goals. Journey Builder allows marketers to set behavior-based goals using criteria such as email opens, clicks, conversions, or custom events. Automation Studio does not have a feature for setting behavior-based goals.

Processing zipped encrypted files containing subscriber data is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as file transfer activities or import file activities that can handle zipped encrypted files. Creating customer segments from multiple data extensions is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as query activities or filter activities that can create customer segments from multiple data extensions. References:

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

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

NEW QUESTION # 121

Which two statements are correct about Send Logging? (Choose two.)

- A. SQL Query Activities can reference Send Logs in combination with system data views.
- B. Send Log data extensions are archived automatically based on retention settings.
- C. A business unit can support up to three Send Logs.
- D. AMPscript can be used to pull data from Send Logs for use within emails.

Answer: A,D

Explanation:

Send Log data extensions are never archived. It's deleted. A business unit can support only one Send Log.

NEW QUESTION # 122

Northern Trail Outfitters wants to implement a Welcome email. New subscribers signing up on their website should receive the email promptly. They are utilizing Marketing Cloud Connect to connect Sales Cloud and Marketing Cloud.

Which solution should capture the new subscribers?

- A. Smart Capture form on website
- B. Salesforce Triggered Sends
- C. Batch file dropped to SFTP
- D. File import to data extension

Answer: B

Explanation:

Explanation

To send a welcome email to contacts when a contact record is added as a campaign member to a 'Loyalty Member' campaign in Sales Cloud, Northern Trail Outfitters should use Salesforce Triggered Sends.

Salesforce Triggered Sends are emails that are sent from Marketing Cloud in response to events or changes in Sales Cloud objects, such as contacts or campaign members. Salesforce Triggered Sends allow marketers to send timely and relevant emails based on Sales Cloud data and actions. References:

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

NEW QUESTION # 123

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