

# Save Time and Money with Real4dumps Salesforce Marketing-Cloud-Consultant Actual Questions



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In order to pass the exam and fight for a brighter future, these people who want to change themselves need to put their ingenuity and can do spirit to work. More importantly, it is necessary for these people to choose the convenient and helpful Marketing-Cloud-Consultant test questions as their study tool in the next time. Because their time is not enough to prepare for the exam, and a lot of people have difficulty in preparing for the exam, so many people who want to pass the Marketing-Cloud-Consultant exam and get the related certification in a short time have to pay more attention to the study materials. In addition, best practice indicates that people who have passed the Marketing-Cloud-Consultant Exam would not pass the exam without the help of the Marketing-Cloud-Consultant reference guide. So the study materials will be very important for all people. If you also want to pass the exam and get the related certification in a short, the good study materials are the best choice for you. Now we are going to make an introduction about the Marketing-Cloud-Consultant exam prep from our company for you.

Salesforce Marketing-Cloud-Consultant Certification Exam is designed to validate the skills and knowledge of professionals who are responsible for implementing and managing marketing campaigns using the Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification demonstrates an individual's expertise in the areas of email marketing, journey building, automation, and analytics within the Salesforce Marketing Cloud platform.

Salesforce Marketing-Cloud-Consultant Certification Exam is divided into several sections, each of which tests the candidate's knowledge and skills in a specific area. Marketing-Cloud-Consultant exam is a combination of multiple-choice questions and scenario-based questions. Candidates are expected to have a deep understanding of Marketing Cloud and be able to apply their knowledge to real-world situations.

To prepare for the Salesforce Marketing-Cloud-Consultant Exam, candidates should have a strong understanding of marketing principles and best practices. They should also have experience working with the Salesforce Marketing Cloud platform and a deep understanding of its capabilities. Candidates can prepare for the exam by taking online courses, attending training sessions, and reading study materials provided by Salesforce. They can also take practice exams to get a feel for the format and difficulty level of the actual exam.

>> **Reliable Marketing-Cloud-Consultant Study Materials** <<

## Dumps Marketing-Cloud-Consultant Questions - Marketing-Cloud-Consultant Valid Exam Notes

Passing an exam requires diligent practice, and using the right study Salesforce Certification Exams material is crucial for optimal performance. With this in mind, Real4dumps has introduced a range of innovative Marketing-Cloud-Consultant practice test formats to help candidates prepare for their Marketing-Cloud-Consultant. The platform offers three distinct formats, including a desktop-based Salesforce Marketing-Cloud-Consultant practice test software, a web-based practice test, and a convenient PDF format.

## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q63-Q68):

### NEW QUESTION # 63

Northern Trail Outfitters has a customer login page on their website and wants to use Marketing Cloud to send an email to customers who need to reset their password. The email needs to be sent as quickly as possible.

Their web server should receive a notification when the email is sent.

Which solution should they use?

- **A. Transactional Messaging API**
- B. Triggered Send Definition
- C. Multi-Step journey with an API Event entry source
- D. Single Send journey with an API Event entry source

**Answer: A**

Explanation:

Explanation

To send an email to customers who need to reset their password on their website, Northern Trail Outfitters should use Transactional Messaging API. Transactional Messaging API is a tool that allows marketers to send transactional emails with high priority and reliability. The emails are sent as quickly as possible and can be personalized with dynamic content. The web server can receive a notification when the email is sent by using callbacks or tracking events. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_rm\\_transactional\\_messaging\\_api.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_rm_transactional_messaging_api.htm&type=5)

### NEW QUESTION # 64

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

**Answer: A**

### NEW QUESTION # 65

A user in the MC wants to use Salesforce custom object data for segmenting and personalization.

How should the consultant approach this requirement?

- A. Sync contact and custom objects with Data Stream and send from Synchronized Data Extension with Salesforce email send. Ensure there is a lookup relationship to a contact or lead record.
- B. Map the custom objects to the profile center and use the email editor to insert the custom data. Create a user-initiated send to associate the email to the largest audience and return tracking data.
- C. Export report data from the sales cloud and import into a marketing cloud synchronized data extension. Use a filter activity to produce a sendable data extension. Create an email send activity in Automation Studio
- **D. Create a custom report type that contains the contact or lead ID, email address, and custom object data, then from the marketing cloud, import into a Salesforce Data extension. Use AMPScript in the email to call data**

**Answer: D**

### NEW QUESTION # 66

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

**Answer: A,B,C**

#### NEW QUESTION # 67

Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.

What should be used to prevent emails from being sent if they exceed 2500 contacts?

- A. Query Activity
- B. Script Activity
- C. Verification Activity
- D. Stop Activity

**Answer: C**

Explanation:

A Verification Activity in Automation Studio checks the number of records in a data extension before proceeding. If the number exceeds a specified threshold (e.g., 2500 contacts), the automation can be halted, preventing the send.

Reference:

Salesforce Help: Verification Activity

#### NEW QUESTION # 68

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