

Marketing-Cloud-Consultant Actual Torrent - Marketing-Cloud-Consultant Pass-King Materials & Marketing-Cloud-Consultant Actual Exam



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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q125-Q130):

NEW QUESTION # 125

How do you add a contact in contact builder?
Choose 2

- A. Import to All Subscribers List
- B. Import to DE
- C. Import to MyLists
- D. Add manually to All Subscribers

Answer: B,C

NEW QUESTION # 126

Northern Trail Outfitters wants to know the number of Contacts in their account. This information needs to be emailed to their Chief Marketing Officer on a weekly basis.

What could be configured to meet this request?

- A. Configure the Contact Extract Activity in Automation Studio
- B. Query the _Subscriber Data View and Extract it weekly
- C. Schedule the Contacts Counts Standard Report
- D. Query the _Contact Data View and transfer it weekly

Answer: C

Explanation:

The simplest and most efficient method to report on the number of Contacts is to schedule the built-in "Contacts Counts" Standard Report. This report summarizes the total number of Contacts and can be scheduled for automatic email delivery to stakeholders like the CMO.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Contact Count Standard Report

"The Contacts Counts report shows the number of Contacts in the account and can be scheduled to email automatically on a recurring basis." Source: Salesforce Help - Standard Reports Overview

"Use Standard Reports like Contact Counts to quickly view and schedule basic statistics without needing custom queries or Automation Studio."

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NEW QUESTION # 127

Northern Trail Outfitters wants its emails to be redirected to Marketing Cloud servers for processing.

Which configuration setting should the consultant recommend?

- A. Private Domains
- B. Sender Authentication Package
- C. Custom Delivery Profiles
- D. Reply Mail Management

Answer: D

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is A - Reply Mail Management (RMM).

* Reply Mail Management redirects incoming email replies to Marketing Cloud servers where they are processed based on defined rules (e.g., auto-responses, unsubscribe handling).

* It ensures Marketing Cloud can properly manage replies rather than relying on customer inboxes.

#Why others are wrong:

* B: Private Domains help with sending (authentication) but not reply redirection.

* C: SAP (Sender Authentication Package) includes Private Domain setup but doesn't itself manage replies.

* D: Delivery Profiles configure sender and reply-to addresses but don't control reply processing rules.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Reply Mail Management Overview:

"Reply Mail Management (RMM) redirects subscriber replies to Marketing Cloud servers where you can configure responses, auto-replies, and unsubscribe handling." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_reply_mail_management.htm)

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NEW QUESTION # 128

Northern Trail Outfitters' marketing team is new to Marketing Cloud and has very little coding experience.

They have employed a consultant to help them design an automated solution for maintaining an auto-suppression list.

Which solution should the consultant recommend?

- A. Use the Import Wizard in Automation Studio
- B. Use Einstein Segment Recommendations
- C. Use a query activity to populate the auto-suppression
- D. Use an import activity to import a file from the SFTP

Answer: C

NEW QUESTION # 129

A customer executes a large number of sends via Marketing Cloud connect and is concerned about API limits. What should the consultant suggest to minimize the impact of Marketing Cloud Connect on daily API limits? Choose Two

- A. Turn off link details tracking
- B. Turn off Individual Level Tracking
- C. Upgrade the MC account to ConnectedApp
- D. Filter data

Answer: B,C

NEW QUESTION # 130

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