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Salesforce Marketing Cloud is a leader in the world of digital marketing. It is a powerful tool that enables businesses to create, manage and analyze their marketing campaigns across multiple channels. The Salesforce Marketing-Cloud-Consultant Certification Exam focuses on testing your knowledge and skills in using the Marketing Cloud platform to develop and execute successful marketing campaigns. Salesforce Certified Marketing Cloud Consultant certification is a must-have for professionals looking to enhance their career in digital marketing.

## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q84-Q89):

### NEW QUESTION # 84

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to solicit customer service feedback. If a customer indicates they are

unhappy with the service they have received, NTO wants a new case to be created in Service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.  
What approach would a consultant recommend?

- A. Use an Engagement Split to capture positive responses, and a Case Activity to create a new case in Service Cloud.
- B. Use an AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud.
- C. Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud.
- D. Use Automation Studio to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud.

**Answer: A**

#### **NEW QUESTION # 85**

A customer is creating a re-engagement campaign. The Campaign only targets subscribers who have had emails fail at send time due to held status within the last 60 days. The goal is to send an SMS to the subscribers asking them if they want to update their email address.

What should a consultant recommend to meet the criteria?

- A. use Data Extension Extract and Import activities from Automation Studio to inject the subscribers into a CloudPage used as an Entry Source by Journey Builder
- B. Use SQL Query and File Transfer activities from Automation Studio to inject the subscribers into an API Event used as Entry Source by Journey Builder
- C. Use SQL Query and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder
- D. Use Tracking Extract, File Transfer, and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.

**Answer: B**

#### **NEW QUESTION # 86**

Northern Trail Outfitters wants to monitor available coupon codes and send a notification to their email specialist instructing them to request more codes if the available coupon count falls below 500 available codes.

Which two activities would be used in an automation? (Choose 2 answers)

- A. Verification Activity
- B. Data Extract Activity
- C. Import Activity
- D. Filter Activity

**Answer: A,C**

Explanation:

Comprehensive and Detailed Explanation:

The correct answers are A and B.

\* A - Import Activity: To bring the latest coupon code counts into Marketing Cloud from an external system or FTP.

\* B - Verification Activity: To check that a data extension meets a specified condition, such as the number of records (coupon codes) not falling below a certain threshold. If it fails, the automation can notify users.

#Why others are wrong:

\* C: Data Extract Activity is for file extraction from Marketing Cloud, not real-time monitoring.

\* D: Filter Activity is used for segmenting subscribers, not for conditional validation.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Verification Activity:

"Verification activities check a data extension or file to validate that it meets predefined conditions, such as record count. Failure of the verification can trigger a notification." (Source: [https://help.salesforce.com/s/articleView?id=sf.mc\\_automation\\_studio\\_verification\\_activity.htm](https://help.salesforce.com/s/articleView?id=sf.mc_automation_studio_verification_activity.htm))

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### NEW QUESTION # 87

Northern Trail Outfitters wants to export a data file to its SFTP using Automation Studio. The file should contain all subscribers who did not receive their intended email in the last 24 hours. The automation will be scheduled to run each day.

Which activity Is required in the automation?

- A. Data Extract Activity
- B. Report Definition Activity
- C. **SQL Query Activity**
- D. SendLog Extract

**Answer: C**

Explanation:

To export a data file to its SFTP containing all subscribers who did not receive their intended email in the last 24 hours, Northern Trail Outfitters should use a Data Extract Activity in their automation. A Data Extract Activity is an activity that allows marketers to extract data from Marketing Cloud and place it in a file on an Enhanced FTP location or an external SFTP location. The Data Extract Activity can use different extract types, such as Tracking Extract or Data Extension Extract, to export different types of data. 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)

### NEW QUESTION # 88

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 three.)

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

**Answer: A,C,D**

### NEW QUESTION # 89

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