

# Marketing-Cloud-Consultant Downloadable PDF, Study Marketing-Cloud-Consultant Reference



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## Some Best Features of Salesforce Marketing-Cloud-Consultant Exam Questions

Any ambiguous points may cause trouble to exam candidates. So clarity of our Marketing-Cloud-Consultant training materials make us irreplaceable including all necessary information to convey the message in details to the readers. All necessary elements are included in our Marketing-Cloud-Consultant practice materials. Effective Marketing-Cloud-Consultant exam simulation can help increase your possibility of winning by establishing solid bond with you, help you gain more self-confidence and more success.

To prepare for the Salesforce Marketing-Cloud-Consultant Certification Exam, you should have experience working with the Salesforce Marketing Cloud platform. You should also familiarize yourself with the exam content and study materials provided by Salesforce. Marketing-Cloud-Consultant Exam covers a wide range of topics, from email marketing to data management, so it is essential to have a solid understanding of all aspects of Marketing Cloud.

## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q110-Q115):

### NEW QUESTION # 110

Northern Trail Outfitters wants to have a periodic, dynamic newsletter send to a set data extension, but the data in this data extension will be regularly updated and the subscribers inside could be removed/added multiple times.

What option should speed up the delivery while meeting these criteria?

- A. Scheduled Automation using a Send Activity
- B. Scheduled Automation utilizing Triggered Send Emails

- C. Single Send Journey
- D. Journey that allows re-entry after exiting

**Answer: D**

Explanation:

Explanation

A journey that allows re-entry after exiting can be used to have a periodic, dynamic newsletter send to a set data extension that changes from day-to-day. A journey with this setting can admit contacts into the journey multiple times as long as they meet the entry criteria. The View As Web Page link will not be broken when the audience is refreshed daily because the link is based on the Job ID and Subscriber ID, which are unique for each send. References: <https://help.salesforce.com/s/articleView>?

[id=sf.mc\\_jb\\_journey\\_settings.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_settings.htm&type=5)

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### NEW QUESTION # 111

Northern Trail Outfitters wants to import new contacts gathered from an external web form. The entries are being collected at high frequency, potentially thousands per minutes. The data does not need to be immediately ingested into Marketing Cloud as it is used in a daily scheduled automation.

What Should be recommended?

- A. Create this as a Journey Data Source via Journey Builder.
- B. Perform a daily bulk export to SFTP for import via Automation.
- C. Recreate this external web form inside Marketing Cloud.
- D. Push each new record into Marketing Cloud via Platform Event API on form submit.

**Answer: C**

### NEW QUESTION # 112

A retail company needs to create journeys that will target subscribers based on website behavior. They have identified 3 separate groups:

- \* Customers who searched for an item on their website.
- \* Customers who abandoned a cart on their website.
- \* Customers who made a purchase on their website.

What should the consultant ask in order to design the data structure for this solution? Choose 3 answers

- A. How are subscribers identified in your web analytics?
- B. How many messages should be included in each journey?
- C. Should customers exit the journey when the goal is met?
- D. How long after the behavior occurs will a subscriber need to enter a journey?
- E. Should a single customer exist in multiple journeys at the same time?

**Answer: A,D,E**

### NEW QUESTION # 113

A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history.

That database only updates once a day where new records can be created and merged. The database uses an "Email ID," which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to people (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 "Email ID" in the database.

What key issue should be addressed? Choose 3 answers

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

**Answer: A,B,C**

## NEW QUESTION # 114

A daily deal website is concerned with their sender reputation and needs consistent visibility into subscribers who report their email as spam.

How can they determine which subscribers reported their email as spam so they can flag those records in their customer service database?

- A. An automation that generates the Unsubscribe Event Extract.
  - B. An automation that queries the Unsubscribe data view.
  - C. An automation that generates the Complaint Tracking Extract.
  - D. An automation that queries the Complaint data view.

**Answer: D**

## NEW QUESTION # 115

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