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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q21-Q26):

NEW QUESTION # 21

A customer wants to create a mobile app that requires users to log in or register before accessing their data.

Their source of truth Is Sales Cloud which Is connected to Marketing Cloud. Users who log In with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

- A. Existing users will create additional Contacts in Marketing Cloud.
- B. User device data is unavailable in Contact Builder for up to 48 hours.
- C. All mobile app users will create additional Contacts in Marketing Cloud.
- D. Newly registered users will create additional Contacts in Marketing Cloud.

Answer: D

Explanation:
Explanation

A contact is a person who interacts with a brand across one or more channels, such as email, mobile, web, etc.

A contact is identified by a contact key, which is usually the same as the subscriber key in Marketing Cloud or the contact or lead ID in Sales Cloud. When users register with the mobile app, they will create new contacts in Marketing Cloud with their device IDs as contact keys. However, these contacts will not be associated with their contact keys in Sales Cloud until they are synchronized through Marketing Cloud Connect, which can take up to 24 hours. Therefore, newly registered users will create additional contacts in Marketing Cloud until they are matched with their existing contacts in Sales Cloud. References:

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

https://help.salesforce.com/articleView?id=sf.mc_co_implementing_contacts_in_the_marketing_cloud.htm&typ

NEW QUESTION # 22

A customer wants to limit the number of emails a subscriber receives to a maximum of one email every 14 days. After the 14-day period, the subscriber is eligible to receive the next message.

What should a consultant recommend to meet this criteria?

- A. Create an exclusion data extension populated with the identified subscribers.
- B. Import the identified subscribers into a list when creating the send.
- C. Create a suppression list populated with the identified subscribers.
- D. Query contacts from the Einstein Engagement Frequency data extension when creating the send.

Answer: D

Explanation:

Querying contacts from the Einstein Engagement Frequency data extension when creating the send can be used to limit the number of emails a subscriber receives to a maximum of one email every 14 days. The Einstein Engagement Frequency data extension contains information about how often each subscriber engages with emails and what is their optimal send frequency. By filtering the data extension based on the optimal send frequency, the send can exclude subscribers who have already received an email within the last 14 days.References:https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_einstein_engagement_freque

NEW QUESTION # 23

A retail company needs to create journeys that will target subscribers based on website behavior. They have identified three 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 three.)

- A. How many messages should be included in each journey?
- B. How long after the behavior occurs will a subscriber need to enter a journey?
- C. Should customers exit the journey when the goal is met?

- D. Should a single customer exist in multiple journeys at the same time?
- E. How are subscribers identified in your web analytics?

Answer: B,D,E

NEW QUESTION # 24

Northern Trail Outfitters (NTO) wants to use dynamic content within their emails to provide customers with more personalized communications. This includes using a Dynamic Sender Profile to customize the From Name and From Email Address to use the regional store managers' information. If a new manager is assigned to a region, NTO wants to update the information in one place. What data should a consultant ensure exists within Marketing Cloud in order to facilitate this?

- A. Name and email address for each regional store manager stored on a lookup table.
- B. Each customer's region code and the manager's name and email address for each region code.
- C. Region code, regional store manager's name, and email address for each customer.
- D. Regional store manager's name and email address for each customer.

Answer: C

NEW QUESTION # 25

A customer wants to limit the number of emails a subscriber receives to a maximum of one email every 14 days. After the 14-day period, the subscriber is eligible to receive the next message.
What should a consultant recommend to meet this criteria?

- A. Create an exclusion data extension populated with the identified subscribers.
- B. Import the identified subscribers into a list when creating the send.
- C. Create a suppression list populated with the identified subscribers.
- D. Query contacts from the Einstein Engagement Frequency data extension when creating the send.

Answer: D

Explanation:
Einstein Engagement Frequency analyzes subscriber engagement and determines optimal send frequencies. By querying the Einstein Engagement Frequency data extension, you can identify subscribers who have received emails within the past 14 days and exclude them from the current send, ensuring compliance with the desired frequency cap. CloudKettle Reference:
Salesforce Help: Einstein Engagement Frequency

NEW QUESTION # 26

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