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Who should take the Marketing-Cloud-Consultant exam

The Salesforce Marketing Cloud Consultant Exam certification is an internationally recognized validation that identifies persons who own it as possessing skilled as a Certified Marketing Cloud Consultant. If a candidate wants significant improvement in career growth, needs enhanced knowledge, skills, and talents, The Salesforce Marketing Cloud Consultant Exam certification provides proof of this advanced knowledge and skill. If a candidate has knowledge of associated technologies and skills that are required to pass the Salesforce Marketing Cloud Consultant Exam then he should take this exam.

Salesforce Marketing Cloud Consultant certification exam is a great way to demonstrate your expertise in Marketing Cloud and increase your career opportunities. By passing Marketing Cloud Consultant exam, you can enhance your credibility as a Marketing Cloud professional and gain recognition from the Salesforce community. Additionally, the certification can help you stand out in the job market and increase your chances of getting hired or promoted. Salesforce Certified Marketing Cloud Consultant certification also provides access to a variety of resources and benefits.

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Salesforce Certified Marketing Cloud Consultant certification is highly regarded in the industry and is recognized by many top employers. It is a valuable credential for professionals who want to advance their careers in the marketing technology field. Holding this certification demonstrates a deep understanding of the Salesforce Marketing Cloud platform and the ability to use it to drive successful marketing campaigns.

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Salesforce Marketing-Cloud-Consultant certification is a valuable credential for professionals who want to demonstrate their expertise in Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification exam covers a range of topics related to the platform, including email marketing, social media advertising, and data management. Candidates who pass the exam can demonstrate to potential employers that they have a deep understanding of the platform and are capable of managing complex marketing campaigns. With the demand for Marketing Cloud Consultants on the rise, earning this certification can open up new career opportunities and increase earning potential.

To take the Salesforce Marketing-Cloud-Consultant Exam, candidates must have experience working with the Salesforce Marketing Cloud platform and have a deep understanding of its capabilities. They must also have experience working with clients and providing strategic guidance on how to use the platform effectively. Marketing-Cloud-Consultant exam is made up of multiple-choice questions and takes approximately two hours to complete. Candidates must achieve a passing score of 65% to earn certification.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q146-Q151):

NEW QUESTION # 146

Northern Trail Outfitters' account is configured with Multi-Org to leverage two Salesforce CRM accounts. In the Cloud Kicks business unit they want to disconnect the sandbox instance and connect the production instance. What additional configuration changes should they make?

- A. Configure Multi-Org settings to account for two production instances in Setup.
- B. Rename and delete sandbox synchronized data extensions before connecting.
- **C. Remove existing user mappings, attribute mappings, and tracking subscriptions.**
- D. Update query activities that reference the synchronized data extensions.

Answer: C

Explanation:

When disconnecting and reconnecting instances in a Multi-Org setup, it's mandatory to first remove all user mappings, attribute mappings, and tracking subscriptions associated with the sandbox. This is necessary to cleanly connect the new (production) instance without conflicts.

Exact Extract from Salesforce Documentation:

* Source: Salesforce Help - Disconnect and Reconnect Marketing Cloud Connect Accounts# "Before connecting a new Salesforce org to Marketing Cloud, remove existing user mappings, attribute mappings, and tracking subscriptions associated with the current org."

* Source: Marketing Cloud Multi-Org Setup Guide# "In a Multi-Org configuration, disconnecting an org requires removing all dependent mappings and synchronized objects before connecting a new Salesforce org."

NEW QUESTION # 147

A retail company does business in both the United States and Canada. They have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a "Version" data field indicating the type of email the customer is to receive.

Which two questions should be asked to determine a data/segmentation strategy? (Choose two.)

- A. Will customers be able to sign up for the loyalty program at the store?
- **B. Will "Version" values/meanings change, precluding reusable AMPscript?**
- C. Is the purpose of these emails for acquisition or retention or transactional?
- **D. Will a lookup table be needed for a dynamic From Name?**

Answer: B,D

NEW QUESTION # 148

Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.

How could they resolve this issue?

- A. Format the phone field in Salesforce as +[[phonenumber]],
- B. Select 'Normalize Phone Number*' in Journey settings.
- C. Select 'US' as the sending country in SMS activity.
- D. Configure the phone field in Salesforce as US locale.

Answer: A

Explanation:

Explanation

To send SMS messages to contacts located in the United States using a Salesforce entry event in a journey, NTO should format the phone field in Salesforce as +[[phonenumber]], where +1 is the country code for the United States and [phonenumber] is the 10-digit phone number without any spaces or dashes. This format ensures that Marketing Cloud can correctly identify and validate the mobile numbers for SMS sending.

Normalizing phone numbers in journey settings only applies to mobile numbers stored in MobileConnect or MobilePush demographics tables, not to mobile numbers from Salesforce entry events. Selecting 'US' as the sending country in SMS activity only affects how opt-out keywords are processed, not how mobile numbers are validated. Configuring the phone field in Salesforce as US locale only affects how phone numbers are displayed in Salesforce, not how they are formatted for Marketing Cloud.

References:

https://help.salesforce.com/articleView?id=sf.mc_m_june_2020_moc_normalize_phone_number_journey_settin

https://help.salesforce.com/articleView?id=sf.mc_moc_country_code_processing_for_opt_out_keywords.htm&t

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

NEW QUESTION # 149

Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

- * Number of Sends
- * Delivery Rate
- * Overall Bounce Rate
- * Block Bounce Rate
- * Open Rate
- * Click Rate
- * Complaint Rate
- * Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A. Account Send Summary Report
- B. Email Send Report
- C. Email Performance Over Time Report
- D. Campaign Email Tracking Report

Answer: D

NEW QUESTION # 150

Northern Trail Outfitters and its subsidiaries use Sales Cloud and marketing Cloud to send customers frequent email communications of new products and updates on their portfolios. They have noticed the messages and branding being sent varies greatly and would like to create a better customer experience.

What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

- A. Distributed Marketing
- B. Einstein Content Selection
- C. Marketing Cloud Connect
- D. Distributed Sending

Answer: A

Explanation:

Explanation

To unify the messaging and branding of communications while still allowing personalization and timing of campaigns, Northern Trail Outfitters and its subsidiaries should use Distributed Marketing. Distributed Marketing is a tool that allows marketers to create consistent and compliant messages in Marketing Cloud and distribute them to Sales Cloud or Service Cloud users for sending. Distributed Marketing allows Sales Cloud or Service Cloud users to personalize and schedule messages based on their customer interactions and preferences. References:

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

NEW QUESTION # 151

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