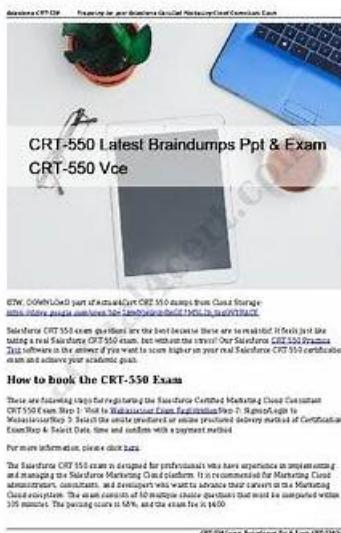


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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q24-Q29):

NEW QUESTION # 24

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

Answer: A

Explanation:

Using an import activity to import a file from the SFTP can be used to maintain an auto-suppression list. An import activity allows users to import data from a file on the Marketing Cloud FTP into a data extension or list. An auto-suppression list is a type of exclusion list that prevents subscribers from receiving certain types of messages based on criteria such as email address, subscriber key, or domain. References: https://help.salesforce.com/s/articleView?id=sf.mc_as_import_file_activity.htm&type=5

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

NEW QUESTION # 25

A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.

How should a consultant begin troubleshooting the connection?

- A. Validate Marketing Cloud and Sales Cloud users have access to the business unit.
- B. Create and send an email in Email Studio to test the connection and validate tracking.
- C. Create new Marketing Cloud and Sales Cloud users and perform a new installation.
- D. Validate Marketing Cloud and Sales Cloud permissions for the connecting users.

Answer: D

Explanation:

To troubleshoot the connection between Sales Cloud and Marketing Cloud, a consultant should start by validating Marketing Cloud and Sales Cloud permissions for the connecting users. The connecting users are the users who authenticated Marketing Cloud Connect in both systems. They need to have certain permissions and roles in both systems to enable full functionality of Marketing Cloud Connect. References: https://help.salesforce.com/s/articleView?id=sf.mc_co_troubleshoot_marketing_cloud_connect_configuration_issues.htm&type=5

NEW QUESTION # 26

Northern Trail Outfitters (NTO) wants to personalize emails and display different content based on customer points. NTO has limited development expertise and chooses to use dynamic content.

What should the consultant consider when building dynamic content rules?

- A. Build rules before uploading the respective content.
- B. Standardize field naming across all sendable data extensions.
- C. Create a custom list and add all fields required for personalization.
- D. Create a synchronized data extension to keep all fields required for personalization up-to-date.

Answer: A

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is D - Build rules before uploading the respective content.

* Best practice is to define dynamic content rules first (e.g., "Points < 1000: Content A; Points 1000-5000: Content B") before building and uploading the content blocks.

* This makes setting up Dynamic Content Blocks in Content Builder easier and more structured.

Why others are wrong:

* A: Custom Lists are older Email Studio concepts, not relevant to dynamic content best practices in Content Builder.

* B: Standardizing field names is good practice, but not directly tied to dynamic content rule building.

* C: Synchronized DEs are for Salesforce CRM data, which is not mentioned here.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Dynamic Content Setup:

"Create rules for dynamic content before associating the respective content assets to ensure correct audience targeting within the email template." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_dynamic_content.htm)

NEW QUESTION # 27

Northern Trail Outfitters wants to encourage customers who made a purchase on their website without leaving a review to come back and review their purchase. They want to use Journey Builder to automatically inject contacts who meet these criteria into a Journey.

What product should be recommended?

- A. Data Studio
- **B. Google Analytics 360**
- C. Audience Studio
- D. Web Analytics Connector

Answer: B

Explanation:

Explanation

To encourage customers who made a purchase on their website without leaving a review to come back and review their purchase, Northern Trail Outfitters should use Google Analytics 360. Google Analytics 360 is a tool that allows marketers to measure website activity and behavior, such as purchases and reviews, and create audiences based on those metrics. These audiences can then be used as entry sources for journeys in Marketing Cloud that send targeted messages to customers.

References: https://help.salesforce.com/s/articleView?id=sf.mc_co_google_analytics_360_integration_overview.

NEW QUESTION # 28

Northern Trail Outfitters wants to target Contacts in an abandoned cart Journey with a Facebook ad. An Ad Campaign Activity has been added to the Journey canvas.

Which extension product should be enabled to use the Ad Campaign Activity?

- A. Interaction Studio
- **B. Advertising Studio**
- C. Social Studio
- D. Audience Studio

Answer: B

Explanation:

To use the Ad Campaign Activity in a Journey Builder journey, Northern Trail Outfitters should enable Advertising Studio.

Advertising Studio is a tool that allows marketers to create and manage advertising campaigns on different platforms, such as Facebook, Google, or Twitter. The Ad Campaign Activity is a feature of Advertising Studio that allows marketers to add contacts from a journey to an advertising audience and target them with relevant ads. References: https://help.salesforce.com/s/articleView?id=sf.mc_as_advertising_studio.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_as_ad_campaign_activity.htm&type=5

NEW QUESTION # 29

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