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Salesforce Marketing-Cloud-Consultant Exam is a valuable certification that validates an individual's expertise in marketing automation, email marketing, mobile marketing, social media advertising, and web personalization using the Salesforce Marketing Cloud platform. Marketing-Cloud-Consultant exam covers various topics related to the Marketing Cloud, and passing it demonstrates an individual's ability to drive customer engagement, increase ROI, and improve marketing performance. By passing the exam, professionals can enhance their career prospects and demonstrate their expertise to potential employers and clients.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q145-Q150):

NEW QUESTION # 145

Customer Event:

* gather data through a tablet-based webform as part of a raffle into a data extension.

* Winner is randomly selected.

* After the event, an email should be sent to the participants to gather opt ins for marketing emails.

Define 2 things necessary:

- A. SmartCapture
- B. data extension with opt in status
- C. Send email activity which contains a link to subscription center
- D. WebCollect

Answer: A,C

NEW QUESTION # 146

Northern Trail Outfitters (NTO) wants to import recent customer transaction data from their data warehouse into Marketing Cloud on a nightly basis. They plan to create a File Drop Automation to trigger an automation when a data file is transferred from the data warehouse to the import folder in their Enhanced FTP account.

NTO notes that user passwords expire every 90 days and they do not want to update their file transfer script on the data warehouse each time a password changes and they do not want to compromise security.

Which solution should the consultant recommend?

- A. Request SSH key authentication to be enabled for the FTP user and create an SSH Key in Key Management
- B. Enable the 'Exclude FTP Users From Password Expiration' option in Setup > Security Settings
- C. Upload data files to Marketing Cloud using SFTP instead of FTP
- D. Contact the Marketing Cloud account representative to enable Single Sign-On Authentication using SAML

Answer: A

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is B - Request SSH key authentication to be enabled for the FTP user and create an SSH Key in Key Management.

* SSH Key authentication allows secure, passwordless connection to the Enhanced FTP server.

* It eliminates the need for password rotation, thus avoiding manual updates every 90 days while still maintaining security.

* SSH keys are managed within Marketing Cloud's Key Management.

#Why others are wrong:

* A: SAML SSO is for user login to Salesforce/Marketing Cloud apps, not for FTP authentication.

* C: 'Exclude FTP Users from Password Expiration' is not available for standard Enhanced FTP users (it's only for system user accounts under certain conditions).

* D: SFTP is already in place through Enhanced FTP; the issue is not switching protocols but eliminating password dependency.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Enhanced FTP Authentication:

"To avoid password expiration impacting file transfers, request SSH Key Authentication to be enabled for the Enhanced FTP user. SSH keys allow passwordless authentication for secure automation." (Source: https://help.salesforce.com/s/articleView?id=sf.mc_es_enhanced_ftp.htm)

NEW QUESTION # 147

Which two statements about a database of record are correct? Choose 2 answers

- A. It is any data structure in which multiple opt-in statuses can be stored for a subscriber.
- B. It is a centralized storage repository of data about objects or people.
- C. It is any database containing subscriber data.
- D. It is a system in which a subscriber's status is maintained.

Answer: B,D

NEW QUESTION # 148

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. **Campaign Email Tracking Report**
- C. Email Performance Over Time Report
- D. Email Send Report

Answer: B

NEW QUESTION # 149

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- A. Configure activities within Automation Studio to update the purchase data.
- B. **Use Data Designer in Contact Builder to relate the two data extensions.**
- C. **Utilize Entry Data on a Decision Split within Journey Builder.**
- D. Create a Data Relationship in Email Studio to relate the two data extensions.

Answer: B,C

Explanation:

#Comprehensive and Detailed Explanation:

* A (Use Data Designer in Contact Builder) is necessary because relationships must be created between data extensions in Contact Builder for Journey Builder to access and evaluate cross-data attributes.

* B (Utilize Entry Data on a Decision Split) is required because Decision Splits use Entry Data or Contact Data attributes (made available via the relationships created).

#Why Others Are Incorrect:

* C: Data Relationships in Email Studio are for segmentation and sends, not Decision Splits in Journey Builder.

* D: Automation Studio updates are irrelevant to Decision Splits in real-time journey flows.

Exact Extract:

Salesforce Help:Data Designer - Contact Builder

"Use Data Designer in Contact Builder to define relationships between data extensions. These relationships allow Journey Builder to evaluate contact data across multiple extensions when using activities such as Decision Splits." Salesforce Help:Journey Builder Decision Split

"Decision Splits evaluate attributes from the entry event data or related data extensions defined in Contact Builder."

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NEW QUESTION # 150

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