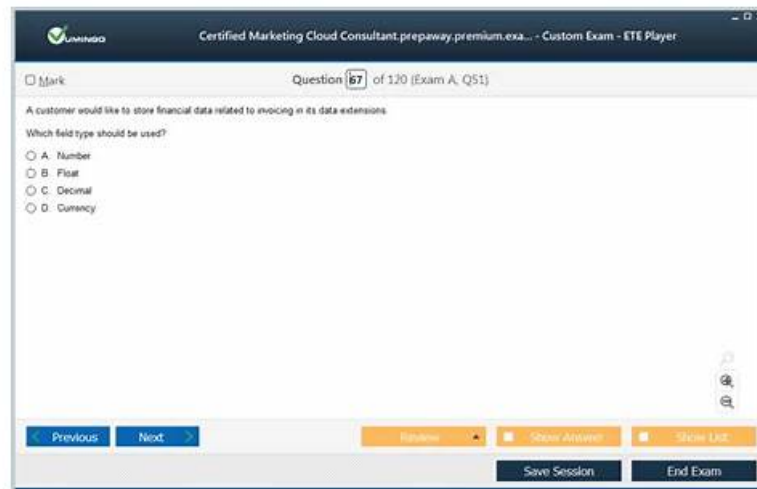# Pdf Marketing-Cloud-Consultant Exam Dump, Marketing-Cloud-Consultant Training Questions

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q117-Q122):

NEW QUESTION # 117

Northern Trail Outfitters recently upgraded their preference center to allow customers to indicate which products they are interested in and to have the ability to opt up and down in send volume. They would like to configure the Delivery Options in a Journey Builder Email Activity to take these new data points into account.

Which two options could allow them to meet the requirement? (Choose 2 answers)

- A. Domain Exclusion
- B. Auto-Suppression List
- C. Publication List
- D. Suppression List

Answer: B,C

Explanation:
#Comprehensive and Detailed Explanation:
* B (Publication List)allows subscribers to opt down or up in terms of subscription types. Customers indicating product interests and preferred messaging frequency would fit into Publication List management.
* C (Auto-Suppression List)can exclude certain groups or preferences at the message send level automatically, especially if customers opt-down or unsubscribe partially.
#Why Others Are Incorrect:
* A: Suppression Lists are manually managed and aren't dynamically tied to preferences.
* D: Domain Exclusion blocks entire domains (e.g., gmail.com) - not individual preference management.
Exact Extract:
Salesforce Help:Publication Lists Overview
"Publication lists manage opt-ins and opt-outs at a more granular level, allowing customers to control which messages they want to receive." Salesforce Help:Auto-Suppression Lists
"Auto-suppression lists automatically prevent messages from being sent to specific subscribers based on business rules and preferences."
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NEW QUESTION # 118

Northern Trail Outfitters is growing and acquiring other organizations, each with its own instance of Sales Cloud. They are debating whether to upgrade Marketing Cloud Connect to Multi-Org.
What consideration could be provided to help with the decision?

- A. Shared Salesforce Data Extensions will be enabled in up to 5 business units.
- B. Existing accounts cannot be upgraded to Multi-Org.
- C. Once an account is upgraded to Multi-Org, it cannot be turned off.
- D. Custom profile and subscription centers will not be required.

Answer: C

Explanation:
#Comprehensive and Detailed Explanation: In a Multi-Org connection model, one Marketing Cloud instance can connect to multiple Salesforce CRM instances. However, once upgraded to Multi-Org, the setting is permanent and cannot be reverted. This is a critical consideration when planning long-term system architecture.
#Why Other Options Are Incorrect:
* A: Shared Data Extensions are unrelated to Multi-Org setup.
* B: Custom profile centers are still often needed to manage preferences across different organizations.
* D: Existing accounts can be upgraded after careful planning and approval from Salesforce.
Exact Extract: Salesforce Help:Marketing Cloud Connect Multi-Org Considerations
"After Multi-Org is enabled, you cannot revert to Single-Org. Carefully consider this configuration before proceeding."
###

NEW QUESTION # 119

Northern Trail Outfitters continually adds rows for subscribers to a data extension via API, populating subscribers who should receive a monthly payment reminder that day. They want to use Journey Builder to send the payment reminder emails.

What would be required to process the correct subscribers?

- A. Journey settings > No re-entry
- B. Journey Settings > Use email attribute from Contacts
- C. Contact Evaluate > Evaluate all records
- D. Contact Evaluation > Evaluate new records only

Answer: C

Explanation:

To process the correct subscribers who are added to a data extension via API for a monthly payment reminder journey, Northern Trail Outfitters should use Contact Evaluation > Evaluate new records only. Contact Evaluation is a setting that defines how contacts are evaluated for entry into a journey based on their entry source. Evaluate new records only is an option that allows only new records that are added to the entry source after the journey is activated to enter the journey.References:https://help.salesforce.com/s/articleView?id=sf.mc_jb_contact_evaluation.htm&type=5

NEW QUESTION # 120

Northern Trail Outfitters is looking to personalize their SMS messages.

Which data source is supported to personalize messages?

- A. MobileConnect Demographics
- B. Data Designer Attribute Group
- C. Population in Contact Builder
- D. Profile Attributes

Answer: D

Explanation:

Comprehensive Explanation:

Profile Attributes in MobileConnect are used to store subscriber-specific information, such as first name, last name, or preferences. These attributes can be utilized to personalize SMS messages, enhancing engagement and relevance.

Reference:

Salesforce Help:MobileConnect Demographics and Profile Attributes

NEW QUESTION # 121

Northern Trail Outfitters wants to import their Sales Cloud data into Marketing Cloud to leverage it within Journey Builder. They have approximately 10 million customers and the data needs to be available with a delay of no more than 30 minutes. Only customers where the consent checkbox is selected in Sales Cloud should be imported, which represents approximately half of their customer database What should they implement?

- A. Import from Salesforce Report in Automation Studio
- B. Synchronized Data Extensions with a filter
- C. All Subscribers, since these are synchronized in real time
- D. Event Data from the Entry Event in Journey Builder

Answer: A

NEW QUESTION # 122

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