

Crack the Salesforce Marketing-Cloud-Consultant Exam with Confidence



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Salesforce Marketing-Cloud-Consultant Certification Exam is designed to test the knowledge and expertise of individuals in the field of marketing automation using the Salesforce Marketing Cloud platform. Marketing-Cloud-Consultant exam measures the candidate's understanding of various aspects of the platform including email marketing, mobile messaging, social media marketing, and data management. Salesforce Certified Marketing Cloud Consultant certification is ideal for anyone looking to enhance their skills and knowledge in the field of digital marketing.

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Salesforce Marketing-Cloud-Consultant Certification Exam is an industry-recognized certification that validates the expertise of individuals in the field of Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification exam is designed for professionals who have experience in implementing and managing Marketing Cloud solutions. It is intended for individuals who are responsible for planning, designing, and executing marketing campaigns using Salesforce Marketing Cloud.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q154-Q159):

NEW QUESTION # 154

NTO has to import a file that will be different every time.
What method should be used?

- A. Overwrite
- B. Add and Update
- C. Update
- D. Add Only

Answer: A

NEW QUESTION # 155

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to gather customer feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in Service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible. What approach would a consultant recommend?

- A. Use an Engagement Split to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud.
- B. Use an AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud.
- C. Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud.
- D. Use Automation Studio to capture positive response and a Case Activity to create a new case in Service Cloud.

Answer: A

Explanation:

The most native, no-code solution would be using an Engagement Split in Journey Builder to capture customer responses (positive or negative) and, for negative responses, trigger a Case Activity to automatically create a Case record in Service Cloud.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Salesforce Activities in Journey Builder

"Use Case Activity in Journey Builder to create a Case record in Salesforce based on customer behavior within the journey."

Source: Salesforce Help - Journey Builder Engagement Splits

"Engagement Split evaluates a contact's interaction and directs them down a different path in the Journey based on their engagement."

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NEW QUESTION # 156

Northern Trail Outfitters (NTO) wants to use Case data from Service Cloud as part of their current email messaging campaign. They want to import cases that indicate the customer wants someone to contact them after the case is closed. NTO tracks cases with a checkbox field called "Contact Me".

- A. Create data extensions in Marketing Cloud and import the data from Service Cloud using Journey Builder.
- B. Use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field.
- C. Use Salesforce Data Extensions and Filter Activities in Automation Studio to import and filter the data.
- D. Create Reports in Salesforce filtered by Contact Me equal to True and import using the Import word.

Answer: B

Explanation:

Explanation

To use Case data from Service Cloud as part of their current email messaging campaign, Northern Trail Outfitters should use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field. Synchronized Data Extensions are data extensions that allow marketers to sync data from Sales Cloud or Service Cloud objects into Marketing Cloud using filters and schedules. Using Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field will allow Northern Trail Outfitters to import cases that indicate the customer wants someone to contact them after the case is closed.

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

NEW QUESTION # 157

A customer wants to store financial data related to invoicing in its data extensions. What field type should be used?

- A. Float
- B. Currency
- C. Decimal
- D. Number

Answer: C

NEW QUESTION # 158

A service team manages their field technicians in Salesforce CRM connected to Marketing Cloud. Once an appointment with a contact is scheduled for the technician through CRM, a notification message should be sent to the contact informing them about the scheduled visit date. When the notification is sent, the

"Confirmation Sent" checkbox on the appointment record should be updated in CRM.

All appointments scheduled on a given day will have their status updated in CRM at the end of business hours. The Appointment object does not have a direct relationship with the Contact.

What solution would a consultant recommend to address this use case?

- A. Configure Salesforce Send with Salesforce data extension, using Automation Studio activities to refresh the audience; send notification and SSJS activity to update CRM records.
- B. Configure journey with Data Extension entry source; use Automation Studio activities to refresh the audience and Journey Builder activities to send notification and update CRM records.
- C. Configure journey with Salesforce Data entry source; use Journey Builder activities to send notification and update CRM records.
- D. Configure journey with API Event entry source; Process Builder to trigger event; use Journey Builder activities to send notification and update CRM records.

Answer: D

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is B - Configure a Journey with API Event Entry Source, triggered by Process Builder.

* Because the Appointment object doesn't directly relate to Contact, Process Builder (or Flow) in Salesforce CRM can be used to fire an API Event to Marketing Cloud when an appointment is scheduled.

* The Journey will then handle sending the notification and updating the "Confirmation Sent" checkbox.

#Why others are wrong:

* A: Salesforce Data Entry Source requires a direct relationship (Contact or Lead) - which is missing here.

* C: Data Extension Entry Source needs a manual or scheduled import - not real-time.

* D: Salesforce Send with Automation Studio would not provide immediate real-time notification based on appointment creation.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - API Event Entry Source for Journey Builder:

"Use API Events to inject contacts into a journey from external or Salesforce sources where no direct object relationship exists, enabling real-time processing and communications." (Source:https://help.salesforce.com/s/articleView?id=sf.mc_jb_api_event_source.htm)

NEW QUESTION # 159

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