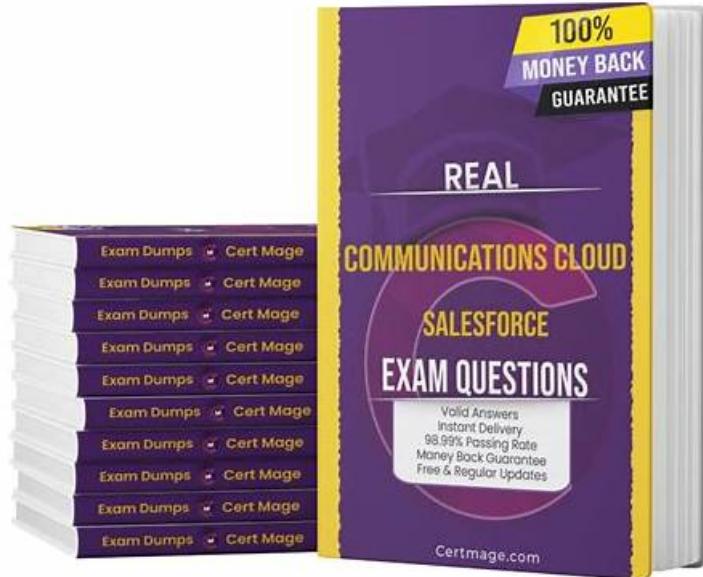# Latest Salesforce Marketing-Cloud-Consultant Exam Forum | Real Marketing-Cloud-Consultant Dumps Free

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Remember that this is a crucial part of your career, and you must keep pace with the changing time to achieve something substantial in terms of a certification or a degree. So do avail yourself of this chance to get help from our exceptional Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) dumps to grab the most competitive Salesforce Marketing-Cloud-Consultant certificate. Itcerttest has formulated the Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) product in three versions. You will find their specifications below to understand them better.

To take the Salesforce Marketing-Cloud-Consultant Certification Exam, the candidate must have a strong understanding of marketing automation and Salesforce Marketing Cloud. Marketing-Cloud-Consultant Exam is intended for professionals with at least two years of experience in marketing automation, email marketing, or digital marketing.

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The Salesforce Marketing-Cloud-Consultant exam consists of 60 multiple-choice questions that must be answered in 105 minutes. Marketing-Cloud-Consultant exam covers a range of topics, including email marketing, automation, data management, and campaign management. To pass the exam, individuals must achieve a score of 65% or higher. Marketing-Cloud-Consultant Exam can be taken online or in-person at a testing center.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q62-Q67):

NEW QUESTION # 62
Northern Trail Outfitters wants to import new contacts gathered from an external web form. The entries are being collected at high frequency, potentially thousands per minutes. The data does not need to be immediately ingested into Marketing Cloud as it is used in a daily scheduled automation.
What Should be recommended?

- A. Recreate this external web form inside Marketing Cloud.
- B. Create this as a Journey Data Source via Journey Builder.
- C. Perform a daily bulk export to SFTP for import via Automation.
- D. Push each new record into Marketing Cloud vis Platform Event API on form submit.

Answer: A

NEW QUESTION # 63
Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.
Which two reasons could be the cause?
Choose 2 answers

- A. Synchronized Data Sources only push data every 15 minutes
- B. Email Address was used as Subscriber Key
- C. Individual Level Tracking was not selected in Marketing Cloud Configuration
- D. ContactID was used as Subscriber Key

Answer: C,D

Explanation:
Explanation
To track clicks on Contact records in Salesforce, two requirements must be met:
The subscriber key must match the ContactID field in Salesforce.
The individual level tracking option must be selected in Marketing Cloud configuration.
If either of these requirements is not met, clicks will not show up on Contact records. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect_configuration.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_guidelines_for_marketing_cloud_connec

NEW QUESTION # 64
Northern Trail Outfitters is using Journey Builder to send emails to loyalty members based on recent activity.
They anticipate that approximately half of their contacts will meet the entry criteria for their journey.
How should they configure their entry source?

- A. Use a Query Activity in Automation Studio to create a segment before entering the journey.
- B. Use an Import Activity in Automation studio to filter the data as a Data Extension Entry Source.
- C. Use a Data Extension Entry Source with an applied filter based on recent member activity.
- D. Use a Contact Data Entry Source to segment the data configured in Attribute Groups in Contact Builder.

Answer: D

Explanation:
Explanation
To send emails to loyalty members based on recent activity, a contact data entry source can be used to segment the data based on attributes and filters configured in Contact Builder. This allows for more flexibility and scalability than using a data extension entry source with an applied filter. References:
https://help.salesforce.com/s/articleView?id=sf.mc_jb_entry_sources.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_attribute_groups.htm&type=5

NEW QUESTION # 65

Northern Trail Outfitters has master data extension of 880,000 subscribers they want to randomly split into 11 groups to test different messaging strategies.

How could this be accomplished?

- A. Use Automation Studio with a random split activity.
- B. Use Journey Builder with a random split activity.
- C. Create a random data extension within Contact Builder.
- D. Create a random data extension within Email Studio.

Answer: B

NEW QUESTION # 66

Northern Trail Outfitters (NTO):

* Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.

* Prefers NOT to use custom roles unless it is absolutely necessary.

How should a consultant create and assign roles for NTO?

- A. Check "Allow" automation permissions for the Content Creator Role and assign it to the Email Specialists.
- B. Alter the roles of Content Creator and Data Manager by denying permissions and then assign the roles to the Email Specialists.
- C. Create a custom Email Specialist role with needed permissions and assign it to the Email Specialists.
- D. Check "Allow" automation permissions for the Content Creator Role and assign it to the Business Units.

Answer: A

NEW QUESTION # 67

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