

# Marketing-Cloud-Consultant Latest Dumps Pdf - Valid Marketing-Cloud-Consultant Exam Discount



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Salesforce Marketing-Cloud-Consultant Certification Exam is a rigorous exam that tests the skills and knowledge of a professional in Salesforce Marketing Cloud. It consists of 60 multiple-choice questions that need to be answered within 90 minutes. To pass the exam, a candidate needs to score a minimum of 68%.

To become a Salesforce Certified Marketing Cloud Consultant, candidates must pass the Marketing-Cloud-Consultant exam. Marketing-Cloud-Consultant exam consists of 60 multiple-choice questions and lasts for 105 minutes. Marketing-Cloud-Consultant exam covers a wide range of topics including email marketing best practices, creating effective marketing campaigns, and analyzing marketing data to measure success. Candidates must achieve a passing score of 63% or higher to receive the certification.

Earning the Salesforce Marketing-Cloud-Consultant Certification is an excellent way for marketing professionals to validate their skills and expertise in the Salesforce Marketing Cloud platform. It demonstrates a deep understanding of the platform's capabilities and the ability to provide strategic guidance to clients on how to use it effectively. With this certification, individuals can stand out in a competitive job market and increase their career opportunities.

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## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q42-Q47):

### NEW QUESTION # 42

Northern Trail Outfitters wants to connect relational data into their Journey without overloading the entry data. How should they connect the data?

- A. Contact Configuration
- B. Entry Source Data Extension
- C. Data Relationships
- **D. Data Designer**

**Answer: D**

### NEW QUESTION # 43

Northern Trail Outfitters and its subsidiaries use Sales Cloud and Marketing Cloud to send customers frequent email communications about new products and updates on their portfolios. They have noticed the messaging and branding being sent varies greatly and would like to create a better customer experience.

What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

- **A. Distributed Marketing**
- B. Distributed Sending
- C. Einstein Content Selection
- D. Marketing Cloud Connect

**Answer: A**

Explanation:

Distributed Marketing is specifically designed to allow centralized marketing teams to control messaging and branding while empowering field teams (subsidiaries, partners) to personalize and send communications. It ensures consistency, compliance, and unified branding across campaigns.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Distributed Marketing Overview

# "Distributed Marketing helps central teams create standardized messaging while allowing local teams to personalize and send communications - ensuring branding consistency." Source: Salesforce Product Documentation - Distributed Marketing for Salesforce

# "Unify your brand experience across every customer communication while enabling personalization and local customization."

### NEW QUESTION # 44

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use?

- A. Existing Email Event Notification Subscription
- B. CloudPages opt in to Event Journey
- C. Smart Capture and Triggered email messaging
- **D. Keyword opt in and SMS Messaging**

**Answer: D**

Explanation:

Keyword opt in and SMS Messaging can be used to allow attendees to request event-specific notifications by texting a keyword to

a short or long code. The keyword can trigger an SMS message with the requested information or a link to a CloudPage with more details. References:

[https://help.salesforce.com/articleView?id=sf.mc\\_moc\\_keyword\\_opt\\_in.htm&type=5https://help.salesforce.com](https://help.salesforce.com/articleView?id=sf.mc_moc_keyword_opt_in.htm&type=5https://help.salesforce.com)

#### NEW QUESTION # 45

North Trail Outfitters (NTO) wants to automate the sending of shipping notices and a customer survey.

\*Shipping notices will be sent once a day.

\*The shipping file will be placed on the FTP sometime after 4:00 p.m.

\*The shipping data will be stored in the shipping Notice data extension.

\*A field in the data extension will contain the shipping data.

\*The survey needs to be sent at 9:00 a.m., exactly 10 days after the customers order ships.

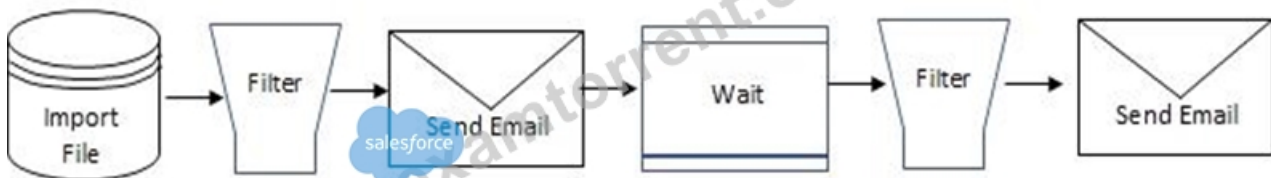
Which workflow would most effectively enable NTO to do this?

A)

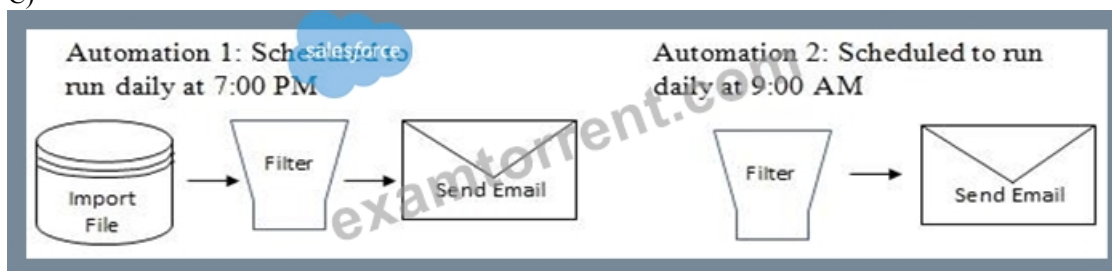


B)

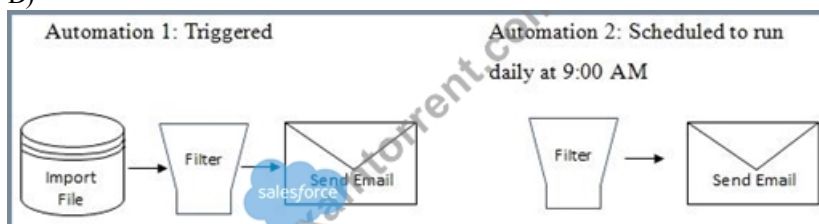
Automation 1: Scheduled to run daily at 7:00 PM



C)



D)



- A. Option C
- B. Option A
- C. Option B
- D. Option D

Answer: B

#### NEW QUESTION # 46

Scenario: NTO has configured Reply Mail Management (RMM) to handle manual unsubscribe requests.

However, customers are still receiving marketing emails despite sending unsubscribe phrases like "take me off your list" or "opt out".

How could this behavior be corrected?

- A. Ensure the two phrases are added to the "Filtered Keywords" data extension

- B. Ensure the DNS Record Redirect is correctly configured
- C. Ensure "Common Misspellings" is selected as one of the Reply Filters
- D. Ensure the two phrases are added to a filtered keyword list

**Answer: D**

Explanation:

The correct answer is B, because:

In Salesforce Marketing Cloud, Reply Mail Management (RMM) processes replies to email messages and can automatically take action - such as unsubscribing a user - when specific unsubscribe keywords are detected.

Salesforce official documentation states:

"Reply Mail Management uses filtered keywords to identify unsubscribe requests. You must configure these keywords manually. If users reply with phrases not included in the filtered keyword list, they won't be unsubscribed automatically." (Source: Salesforce Marketing Cloud Reply Mail Management Overview) Thus, if phrases like "take me off your list" or "opt out" are not yet added to the filtered keyword list, RMM will not recognize them as unsubscribe requests, and no action (unsubscribe) will be taken.

#To correct this:

\* You must add custom phrases such as "take me off your list" and "opt out" to the Filtered Keywords list in RMM settings.

Why the other options are wrong:

\* #A. Ensure the DNS Record Redirect is correctly configured:

\* DNS redirection issues affect reply routing, not keyword detection.

\* #C. Ensure the two phrases are added to the "Filtered Keywords" data extension:

\* There is no "Filtered Keywords" data extension. It's a configuration inside RMM settings, not a data extension.

\* #D. Ensure "Common Misspellings" is selected as one of the Reply Filters:

\* "Common Misspellings" handles typos but won't automatically detect entirely new phrases unless those phrases are explicitly added.

Further reference:

"Customizing the filtered keywords list improves unsubscribe recognition. Without these custom keywords, subscriber responses will not trigger the intended actions." (Source: Salesforce Marketing Cloud Admin Guide - Reply Mail Management Configuration)

Thus, B is the correct solution.

## NEW QUESTION # 47

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