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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q43-Q48):

NEW QUESTION # 43

Northern Trail Outfitters has been using Marketing Cloud for one of their brands for the last year and wants to migrate another brand to their portfolio. The two brands have contrasting target groups and identities so they need the emails and landing pages to have different styles that refrain from mentioning the other brand in any way.
What should be recommended?

- A. Implement a new SSL Certificate for the new brand.
- B. Request a second SAP for the existing business unit.
- C. Create a new business unit for the new brand.
- D. Request a Private Domain to be added to the existing business unit.

Answer: D

Explanation:

Explanation

A Private Domain is an email address that is separate from the main domain and allows for the creation of campaign-specific email addresses, which can then be used to target distinct audiences. This would allow Northern Trail Outfitters to create emails and landing pages specific to each brand without having both brands associated with the same domain, thus preventing any overlap or confusion between the two. Additionally, a Private Domain can help ensure deliverability and compliance, as it allows for more granular control over the sending domain.

NEW QUESTION # 44

A customer wants Sales Cloud users to create and send Marketing Cloud emails.

Which two recommendations should the consultant make? (Choose two.)

- A. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
- B. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- C. The consultant should enable the Create Email feature on the user Profile in Sales Cloud.
- D. The consultant should enable deep linking in Marketing Cloud Connect configuration.

Answer: B,D

NEW QUESTION # 45

Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP). They send regularly 300,000. What should they be aware of with respect to sender reputation?

- A. They should have one SAP for transactional sends and another for commercial sends.
- B. They should have one dedicated IP address for every 100,000 messages send per month.
- C. They should have a shared IP since their volume is under 500,000 messages per month.
- D. They should send at least 250,000 messages per month to maintain their sender reputation.

Answer: D

NEW QUESTION # 46

Northern Trail Outfitters has started the process of integrating its Marketing Cloud account and Sales Cloud org through Marketing Cloud Connect.

Which configuration should be utilized for the API user created in Marketing Cloud?

- A. API User checkbox is deselected; Marketing Cloud Viewer role is applied.
- B. API User checkbox is selected; no roles are assigned to user.
- C. API User checkbox is selected; Administrator & Marketing Cloud Administrator roles are applied.
- D. API User checkbox is deselected; all available roles are assigned to user.

Answer: C

Explanation:

For integrating Marketing Cloud with Sales Cloud via Marketing Cloud Connect, the API user in Marketing Cloud should have the "API User" checkbox selected. Additionally, assigning both the "Administrator" and

"Marketing Cloud Administrator" roles ensures the user has the necessary permissions to facilitate the integration effectively.

Reference:

[Salesforce Help: Create a Marketing Cloud API User](#)
[Salesforce](#)

NEW QUESTION # 47

Northern Trail Outfitters (NTO) wants to find ways to better drive return on investment and growth via their marketing sends. They plan to centralize their analytics data to allow for a more efficient analysis of this data across all of their campaigns. NTO currently has Marketing Cloud, Sales Cloud, and a third-party warehouse service.

What product would help their use case?

- A. Web Analytics Connector
- B. Interaction Studio
- **C. Datorama**
- D. Report Studio

Answer: C

Explanation:

To centralize analytics data from Marketing Cloud, Sales Cloud, and a third-party warehouse service for efficient analysis and to drive better return on investment (ROI) and growth, Datorama (now part of Salesforce Marketing Cloud Intelligence) is the recommended product.

* Datorama Overview: Datorama is a marketing intelligence platform that integrates data from multiple sources, including Marketing Cloud, Sales Cloud, and external systems like third-party data warehouses. It provides advanced analytics, visualization, and reporting capabilities to measure campaign performance, optimize ROI, and drive growth.

* Why it fits the use case:

* Centralized Analytics: Datorama can ingest and harmonize data from Marketing Cloud (email, SMS, push metrics), Sales Cloud (CRM data), and third-party warehouse services, creating a unified view of marketing performance.

* Efficient Analysis: It offers pre-built dashboards, AI-driven insights, and customizable reports to analyze campaign effectiveness across channels.

* ROI and Growth: Datorama's ability to correlate marketing activities with sales outcomes (via Sales Cloud integration) and external data helps NTO identify high-ROI campaigns and opportunities for growth.

Why the other options are incorrect:

* A. Web Analytics Connector: This connector integrates Marketing Cloud with web analytics platforms like Google Analytics to track web behavior. It is limited to web data and does not provide comprehensive cross-platform analytics or integration with Sales Cloud and third-party warehouses.

* B. Report Studio: Report Studio does not exist as a standalone Salesforce product. Marketing Cloud's native reporting tools (e.g., Email Studio Reports) are limited and cannot centralize data from Sales Cloud or external systems.

* C. Interaction Studio: Interaction Studio (now part of Salesforce Marketing Cloud Personalization) focuses on real-time personalization and customer journey orchestration. While it can use data for personalization, it is not designed for centralized analytics or ROI analysis across multiple platforms.

Exact Extract from Salesforce Documentation:

* Datorama Overview: "Marketing Cloud Intelligence (Datorama) connects and unifies data from Marketing Cloud, Sales Cloud, Service Cloud, and external sources to deliver actionable insights. It helps marketers optimize campaigns, improve ROI, and drive growth through advanced analytics and AI." (Source: Salesforce Help - Marketing Cloud Intelligence (Datorama))

* Cross-Platform Integration: "Datorama integrates with Salesforce platforms and third-party data sources to provide a holistic view of marketing performance, enabling data-driven decisions." (Source: Salesforce Help - Datorama Integration)

NEW QUESTION # 48

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