Salesforce Marketing-Cloud-Consultant Questions [2026]

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Salesforce Marketing-Cloud-Consultant (Salesforce Certified Marketing Cloud Consultant) Exam is a certification exam designed to test the knowledge and skills of individuals who work with the Salesforce Marketing Cloud. Marketing-Cloud-Consultant exam is targeted towards professionals who have experience in marketing automation, email marketing, and other marketing technologies. Salesforce Certified Marketing Cloud Consultant certification is intended to demonstrate that an individual has the knowledge and skills to design, build, and implement marketing campaigns using the Salesforce Marketing Cloud.

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To become a Salesforce Certified Marketing Cloud Consultant, candidates must have a deep understanding of the Marketing Cloud platform, including its features, functionality, and best practices. They must also possess knowledge of marketing automation, data management, and analytics. Marketing-Cloud-Consultant Exam consists of 60 multiple-choice questions and is timed at 105 minutes. Candidates must achieve a passing score of 68% or higher to earn the certification.

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

NEW QUESTION # 117
Northern Trail Outfitters (NTO) wants to set up a welcome journey that leverages customer data across three data extensions:
Customers, Orders, and Products.
What is the best way to facilitate this within Contact Builder?

- A. Create three distinct Attribute Groups that link each data extension directly to Contacts.
- B. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- C. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- D. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.

Answer: D

NEW QUESTION # 118
A financial services customer wants to send email to customers who log in for the first time on a new IP. This message should be
deployed as fast as possible due to its sensitive content. The message contains information related to the login IP.
What should a consultant recommend to deploy the email?

- A. Use a User-Initiated Emails Interaction.
- B. Use the Transactional Messaging API.
- C. Inject the subscriber into a Journey.
- D. Execute a Triggered Emails Interaction.

Answer: B

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is B - Use the Transactional Messaging API.
* Salesforce Marketing Cloud offers the Transactional Messaging API specifically for sending critical, real-time, event-triggered
communications like account logins, security alerts, order confirmations, etc.
* These messages are delivered independently of Marketing Cloud's normal send queues, ensuring faster delivery.
* Transactional API messages are meant for one-to-one, personalized communications requiring immediate sending.
#Why others are wrong:
* A: Injecting into a Journey is slower compared to the Transactional API and not optimized for high- priority transactional
messages.
* C: Triggered Email Interactions are an older feature and do not provide the scalability or deliverability speed of the Transactional
Messaging API.
* D: User-Initiated Emails are typically used for larger batches, not for individual transactional notifications.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Transactional Messaging API Overview:
"The Transactional Messaging API sends timely, personalized, high-priority messages. These messages are initiated from a system
event, such as a user logging in from a new IP address." (Source:https://help.salesforce.com/s/articleView?id=sf.mc-transactional-
api.htm)
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NEW QUESTION # 119
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 Data Extension Entry Source with an applied filter based on recent member activity.
- B. Use a Contact Data Entry Source to segment the data configured in Attribute Groups in Contact Builder.
- C. Use a Query Activity in Automation Studio to create a segment before entering thejourney.
- D. Use an Import Activity in Automation studio to filter the data as a Data Extension Entry Source.

Answer: C

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=5https://help.salesforce.com/s/a

NEW QUESTION # 120

Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).

* The first DE is populated by web analytics data and does not contain a Subscriber Key or Email Address value.
* A Customer Reference DE is updated daily and holds subscriber information.
* The third DE is populated by a file sent to the SFTP after five days if the customer has not purchased the abandoned items.
* The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.
* If the web analytics file is empty, NTO does not want the automation to finish running.

Which order of activities should be used to fulfill this requirement?

- A. File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one > Query Activity for file two > Data Extension Entry
- B. Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- C. File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two
- D. Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

Answer: A

Explanation:
This requirement involves:
* File Drop Automation to start automatically when the web analytics file arrives.
* Import File Activity to bring the file into Marketing Cloud.
* Verification Activity to check that the file is not empty before continuing.
* Query Activity for file one (web analytics + customer reference join) and file two (5-day delay DE usage).
* Then Data Extension Entry to push qualified customers into the journey.
This matches the flow outlined in Option B exactly.
-
Exact Extract from Salesforce Documentation:
Source: Salesforce Help - File Drop Automations
"Use a File Drop automation to trigger an automation when a file is dropped on your Enhanced FTP server." Source: Salesforce Help - Verification Activity
"The Verification Activity checks conditions before continuing an automation. For example, you can verify if a data extension has at least one record." Source: Salesforce Help - Automation Studio Activities
"Query Activities allow you to join, filter, and transform data between data extensions before sending contacts into Journeys."

NEW QUESTION # 121

A customer needs to link demographic information to its contact model in Contact Builder.
What type of relationship should be used?

- A. One-to-Many Relationship
- B. Many-to-One Relationship
- C. Many-to-Many Relationship
- D. One-to-One Relationship

Answer: A

NEW QUESTION # 122

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