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Salesforce Marketing-Cloud-Consultant Certification Exam is designed for professionals who want to validate their skills and knowledge in Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification exam tests the candidate's ability to design and implement Marketing Cloud solutions that meet business requirements. Marketing-Cloud-Consultant exam covers various topics such as data management, segmentation, automation, personalization, email marketing, mobile marketing, and social media marketing. Salesforce Certified Marketing Cloud Consultant certification is ideal for marketing professionals who want to enhance their career prospects and demonstrate their expertise in Marketing Cloud.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q159-Q164):

NEW QUESTION # 159
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. Keyword opt-in and SMS Messaging
- B. Existing Email Event Notification Subscription
- C. CloudPages opt-in to Event Journey
- D. Smart Capture and Triggered email messaging

Answer: A

Explanation:
#Comprehensive and Detailed Explanation:
* A (Keyword opt-in and SMS Messaging)is ideal because attendees can text a keyword to opt-in, and SMS provides instant, mobile-friendly, time-sensitive alerts like safety notifications or room changes.
#Why Others Are Incorrect:
* B: Email and Smart Capture are too slow for live event updates.
* C: CloudPages require internet access and form submission - not practical for quick opt-ins at live events.
* D: Existing email subscriptions are static, not event-specific or real-time.
Exact Extract:
Salesforce Help:MobileConnect Keyword Setup
"Keywords enable mobile users to opt in to receive SMS messages. MobileConnect supports using keywords for event-specific opt-ins."
###

NEW QUESTION # 160
Northern Trail Outfitters wants to integrate Marketing Cloud with its existing point-of-sale system in order in email purchase receipt to its customers. The point-of-sale data will need to be transformed to be received by the Marketing Cloud triggered send API.
What extension product should be used to accomplish this integration?

- A. Datorama
- B. Data Studio
- C. Data Connector
- D. MuleSoft Anypoint Platform

Answer: C

NEW QUESTION # 161
A customer is starting a new children's fashion brand and wants to use a dedicated business unit within their existing Enterprise 2.0 account. They anticipate many of their current Enterprise contacts will subscribe to the children's brand, however, they want to separate subscriber opt-outs of the Enterprise and children's brands.
The customer has minimal technical resources available for implementation and support.
What should a consultant recommend to meet these criteria?

- A. Create attributes for each child business unit in "Profile Management" to record unsubscribes
- B. Select "Use separate 'Subscription Center' for this business unit" in Settings
- C. Create a Business Unit Filter in 'All Subscribers' List to record unsubscribes
- D. Select "Subscribers will be unsubscribed from this business unity only" in Settings

Answer: D

NEW QUESTION # 162
A customer frequently holds seminars and other events to interface with their customers. They plan to do the following:
*Use SmartCapture forms to write data into event registration data extensions.
*Cross-reference the records in each registration data extension with corresponding invitation email sends.
*Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.
Which skill is needed to build an efficient solution?

- A. HTML
- B. AMPscript
- C. CSS

- D. SQL

Answer: B

NEW QUESTION # 163

Northern Trail Outfitters is sending email messages using Marketing Cloud Connect through the Sales Cloud user interface. All of their sends initiated from Sales Cloud have a status of failed.

What should the consultant do to diagnose the issue?

- A. Ensure the System User is assigned the Standard User Profile.
- B. Change the connection option to Scope by User.
- C. Initiate a log to troubleshoot package-related API calls.
- D. Manually clear the OAuth token to refresh the connection.

Answer: D

NEW QUESTION # 164

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Our Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) practice exam can be modified in terms of length of time and number of questions to help you prepare for the Salesforce real test. We're certain that our Marketing-Cloud-Consultant Questions are quite similar to those on Marketing-Cloud-Consultant real exam since we regularly update and refine the product based on the latest exam content.

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