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Salesforce Marketing-Cloud-Consultant Certification Exam is designed to validate the skills and knowledge of professionals who are responsible for implementing and managing marketing campaigns using the Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification demonstrates an individual's expertise in the areas of email marketing, journey building, automation, and analytics within the Salesforce Marketing Cloud platform.

Salesforce Marketing-Cloud-Consultant Certification Exam covers a wide range of topics, including email marketing, mobile marketing, social media marketing, advertising, data management, and analytics. Candidates are tested on their ability to design and implement marketing automation solutions, configure and manage campaigns, optimize customer journeys, and perform advanced analytics. Marketing-Cloud-Consultant Exam also evaluates the candidate's understanding of industry best practices, compliance regulations, and how to leverage the full capabilities of the Salesforce Marketing Cloud platform. Passing this certification exam is a testament to the candidate's expertise in Salesforce Marketing Cloud and can enhance their career prospects in the field of marketing automation.

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To become a Salesforce Certified Marketing Cloud Consultant, you must pass the certification exam. Marketing-Cloud-Consultant exam covers a range of topics, including email marketing, mobile messaging, social media marketing, data management, and analytics. Marketing-Cloud-Consultant Exam is designed to test your knowledge of the platform and your ability to apply it to real-world marketing scenarios.

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

### NEW QUESTION # 117

Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.

What should be used to prevent emails from being sent if they exceed 2500 contacts?

- A. Query Activity
- B. Stop Activity
- C. Script Activity
- **D. Verification Activity**

**Answer: D**

Explanation:

Explanation

A Verification Activity can be used to prevent emails from being sent if they exceed a certain number of contacts. A Verification Activity checks the number of records in a data extension or list and stops the automation if the number is above or below a specified threshold. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_verification\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_verification_activity.htm&type=5)

### NEW QUESTION # 118

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and Not Sent, to ensure they are fulfilling a legal obligation due to the nature of their messages.

- A. Data Retrieves on the Send Object
- **B. Event Notification Service**
- C. Data View Export with every send
- D. Platform Events API

**Answer: B**

Explanation:

Explanation

To get real-time updates on transactional email metrics, such as Sent and Not Sent, Northern Trail Outfitters should use Event Notification Service. Event Notification Service is a feature that allows marketers to receive real-time notifications of email tracking events via webhooks or APIs. Event Notification Service can help marketers monitor and troubleshoot transactional email sends and ensure compliance with legal obligations.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_es\\_event\\_notification\\_service.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_es_event_notification_service.htm&type=5)

### NEW QUESTION # 119

A marketer at Northern Trail Outfitters (NTO) wants to send important updates to customers about products they have previously purchased. The marketer has little experience with coding. Also, the information is spread across multiple data extensions and is imported nightly from NTO's e-commerce platform - Contacts, Orders, Order Items, and Products.

Which design should a consultant recommend for segmentation?

- **A. Combine the data outside of Marketing Cloud and upload it into a Sendable Data Extension.**
- B. Link the data extensions in an Attribute Group.
- C. Establish data relationships and create Data Filters for the marketer to modify.
- D. Create SQL Query Activities for the marketer to modify.

**Answer: A**

Explanation:

Explanation

To send an email with personalized fields from multiple data extensions without coding experience, Northern Trail Outfitters should combine the data outside of Marketing Cloud and upload it into a sendable data extension. This will allow them to have all the required fields for personalization in one data source and avoid using complex scripting or queries to join and filter data from multiple

data extensions.

Establishing data relationships and creating data filters would not help with personalization, as they are used for segmentation purposes. Creating SQL query activities would require coding skills and experience with SQL syntax. References:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_es\\_send\\_email\\_using\\_a\\_data\\_extension.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_es_send_email_using_a_data_extension.htm&type=5)

#### NEW QUESTION # 120

A customer wants to automate the send of a monthly promotional email. The customer will upload an audience file to their account's Enhanced SFTP on a monthly basis on the 15th day of each month, expecting the email to be deployed upon completion of the import activity. However, if the 15th of the month falls on a Saturday or Sunday, the customer will provide the file on the Friday prior to the 15th and expect the promotional email to be sent on that Friday.

Which method should be used to automate their monthly promotional email?

- A. Create a file drop automation which includes an Import File Activity and triggered send.
- **B. Create a file drop automation which includes an Import File Activity and Send Email Activity.**
- C. Create a scheduled monthly automation which includes an Import File Activity and triggered send.
- D. Create a scheduled daily automation which includes an Import File Activity and Send Email Activity.

**Answer: B**

Explanation:

Since Time is not fixed, its triggered Automation and User Initiated. Triggered send is used for transactional message.

#### NEW QUESTION # 121

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female.

Which method should a consultant recommended to ensure content is displayed properly within the email?

- A. AMPscript conditional against the Gender field
- B. AMPscriptLookupRows functions
- **C. Dynamic Content Wizard**
- D. NB Test content type

**Answer: C**

Explanation:

Since There is limited technical resources otherwise AMPscript is also an option.

#### NEW QUESTION # 122

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