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With the Marketing-Cloud-Consultant exam, you will harvest many points of theories that others ignore and can offer strong prove for managers. So the Marketing-Cloud-Consultant exam is a great beginning. However, since there was lots of competition in this industry, the smartest way to win the battle is improving the quality of our Marketing-Cloud-Consultant Learning Materials, which we did a great job. With passing rate up to 98 to 100 percent, you will get through the Marketing-Cloud-Consultant exam with ease.

Salesforce Marketing-Cloud-Consultant Exam is a valuable certification that validates an individual's expertise in marketing automation, email marketing, mobile marketing, social media advertising, and web personalization using the Salesforce Marketing Cloud platform. Marketing-Cloud-Consultant exam covers various topics related to the Marketing Cloud, and passing it demonstrates an individual's ability to drive customer engagement, increase ROI, and improve marketing performance. By passing the exam, professionals can enhance their career prospects and demonstrate their expertise to potential employers and clients.

Salesforce Marketing-Cloud-Consultant Certification is designed for professionals who want to demonstrate their expertise in Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification is intended for individuals who have experience with the platform and want to showcase their skills to potential employers. Salesforce Certified Marketing Cloud Consultant certification exam covers a range of topics related to Marketing Cloud, including email marketing, social media advertising, and data management.

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Salesforce Marketing-Cloud-Consultant learning materials are new but increasingly popular choices these days which incorporate the newest information and the most professional knowledge of the practice exam. All points of questions required are compiled into our Salesforce Certified Marketing Cloud Consultant Marketing-Cloud-Consultant Preparation quiz by experts. By the way, the Marketing-Cloud-Consultantcertificate is of great importance for your future and education.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q21-Q26):

NEW QUESTION # 21
Northern Tril Outfitters wants to connect relational data into their Journey without overloading the entry data.

How should they connect the data?

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

Answer: A

Explanation:
Explanation
To connect relational data into their journey without overloading the entry data, Northern Trail Outfitters should use Data Designer. Data Designer is a tool that allows marketers to create attribute groups that link different data sources in Contact Builder. This way, they can access relational data in decision splits and other journey activities without having to include all the data in the entry source data extension. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_data_designer.htm&type=5

NEW QUESTION # 22
Northern Trail Outfitters (NTO) uses the SAP domain comms.nto.com and has just opened an office in Australia. They want to use the domain comms.nto.com.au to send emails to the Australian customers.
What would be required to enable sending emails from their new domain without impacting deliverability?

- A. An additional Sender Authentication Package
- B. An additional private domain
- C. An additional IP address
- D. Register the new domain in Setup's From Address Management

Answer: A

Explanation:
To enable sending emails from a new domain (comms.nto.com.au) for Australian customers without impacting deliverability, Northern Trail Outfitters (NTO) must implement an additional Sender Authentication Package (SAP).
* Sender Authentication Package (SAP): An SAP is a Marketing Cloud feature that authenticates a custom sending domain (e.g., comms.nto.com.au) to ensure emails are sent from a verified domain, improving deliverability and brand trust. It includes:
* DomainKeys Identified Mail (DKIM): Signs emails to verify the sender's identity.
* Sender Policy Framework (SPF): Validates the sender's IP address.
* Domain-based Message Authentication, Reporting, and Conformance (DMARC): Enforces authentication policies to prevent spoofing.
* Why it's needed:
* Using a new domain without proper authentication risks emails being marked as spam or rejected by email providers, impacting deliverability.
* An SAP ensures that the new domain (comms.nto.com.au) is fully authenticated and aligned with email best practices, maintaining NTO's sender reputation.
* Implementation: NTO must purchase an additional SAP for the new domain, configure DNS records (DKIM, SPF, DMARC), and associate the domain with their Marketing Cloud account.
Why the other options are incorrect:
* B. An additional IP address: A new IP address is not required for sending from a new domain. IPs are tied to the sending infrastructure, not the domain. Using a new domain with an existing IP is standard practice, provided the domain is authenticated via SAP.
* C. An additional private domain: A private domain in Marketing Cloud is used for link wrapping and image hosting, not for sending emails. It does not address sender authentication or deliverability for the From address.
* D. Register the new domain in Setup's From Address Management: While registering the domain in From Address Management is a step in configuring the sending domain, it alone does not provide the full authentication (DKIM, SPF, DMARC) required to maintain deliverability. An SAP is needed to complete the setup.
Exact Extract from Salesforce Documentation:
* Sender Authentication Package: "A Sender Authentication Package (SAP) authenticates a custom domain for sending emails, ensuring compliance with SPF, DKIM, and DMARC standards to maximize deliverability and protect your brand reputation."
(Source:Salesforce Help - Sender Authentication Package)
* Domain Setup for Deliverability: "To send emails from a new domain without impacting deliverability, configure a Sender Authentication Package to authenticate the domain and update DNS records for SPF, DKIM, and DMARC."(Source:Salesforce

Help - Email Deliverability Best Practices)

NEW QUESTION # 23
How do I set up an individual who manages Marketing Cloud operations across channels, mobile, and social?
Choose two.

- A. Marketing Cloud Administrator Role
- B. Marketing Channel Manager Role
- C. Email marketing manager role
- D. Regional or Local Administrator Role

Answer: A,B

NEW QUESTION # 24
Northern Trail Outfitters (NTO) is launching a new campaign that will collect subscriber information to better target and segment its marketing communications.
NTO wants to target users of its app and social platforms who have not engaged with previous emails in the campaign. If the subscriber opens or clicks after three messages, they will be removed from the campaign.
Which solution should the consultant implement?

- A. A Multi-Step Automation with User-Initiated Send Definitions
- B. A File Drop Automation with Filtered Data Extensions
- C. A Multi-Step Journey with Data Extension/Automation entry source
- D. User-Initiated Send Definition with User-Initiated Send Definitions

Answer: C

Explanation:
A Multi-Step Journey in Journey Builder is best suited to handle dynamic behaviors like:
* Sending a series of emails.
* Evaluating engagement (opens, clicks).
* Removing subscribers from the journey if engagement criteria are met.
Data Extension/Automation entry source allows for automated injection of contacts based on updated records (like non-engagers).
-
Exact Extracts from Salesforce Documentation:
Source: Salesforce Help - Journey Builder Multi-Step Journeys
"Multi-Step Journeys allow you to send multiple communications, wait for engagement, and adjust the journey path based on subscriber behavior."
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NEW QUESTION # 25
The marketing team at Northern Trail Outfitters is new to marketing Cloud and has very little coding experience. The team would like to take their built audience and serve personalized content based on a field in the data extension.
Which solution the consultant recommend?

- A. Separate template-based emails
- B. Reference Content Blocks
- C. Dynamic Content Blocks
- D. AMPscript

Answer: C

Explanation:
To take their built audience and serve personalized content based on a field in the data extension without coding experience,
Northern Trail Outfitters should use Dynamic Content Blocks. Dynamic Content Blocks are blocks that allow marketers to create personalized content based on rules and filters without coding.
Dynamic Content Blocks can use subscriber attributes or behaviors from data extensions, lists, or journeys as criteria for displaying different content blocks or images.References:https://help.salesforce.com/s/articleView?

id=sf.mc_ceb_dynamic_content_blocks.htm&type=

NEW QUESTION # 26
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