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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q142-Q147):

NEW QUESTION # 142

Northern Trail Outfitters wants to send special discount offer to engaged customers on their email list. What should be resolved prior to generating the audience?

- A. What the offer will be
- B. When to send the email
- C. Who the offer come from
- D. How to determine engagement

Answer: D

Explanation:

How to determine engagement should be resolved prior to generating the audience for sending a special discount offer to engaged customers on their email list. Engagement is a measure of how subscribers interact with emails, such as opening, clicking, or converting. Different criteria can be used to define engagement, such as frequency, recency, duration, or channel preference. Determining engagement can help segment the audience and target the most relevant customers for the offer. References:
https://help.salesforce.com/s/articleView?id=sf.mc_es_engagement_split.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_es_engagement_metrics.htm&type=5

NEW QUESTION # 143

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

Answer: B

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

NEW QUESTION # 144

Northern Trail Outfitters' account is configured with Multi-Org to leverage two Salesforce CRM accounts. In the Cloud Kicks business unit they want to disconnect the sandbox instance and connect the production instance.

What additional configuration changes should they make?

- A. Rename and delete sandbox synchronized data extensions before connecting.
- B. Configure Multi-Org settings to account for two production instances in Setup.
- C. **Update query activities that reference the synchronized data extensions.**
- D. Remove existing user mappings, attribute mappings, and tracking subscriptions.

Answer: C

Explanation:

Before disconnecting the sandbox instance and connecting the production instance in the Cloud Kicks business unit, NTO should remove any existing user mappings, attribute mappings, and tracking subscriptions that are associated with the sandbox instance. User mappings define which Marketing Cloud users can access which Sales Cloud users' data. Attribute mappings define which Sales Cloud fields are used as subscriber attributes in Marketing Cloud. Tracking subscriptions define which Sales Cloud objects receive tracking data from Marketing Cloud sends. These settings should be removed before changing the CRM connection to avoid errors or conflicts. Additionally, NTO should update any query activities that reference the synchronized data extensions from the sandbox instance, as these will be different from the production instance synchronized data extensions. References:
https://help.salesforce.com/articleView?id=sf.mc_co_disconnect_a_salesforce_org_from_a_business_unit.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_co_map_marketing_cloud_users_to_salesforce_users.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_co_create_attribute_mappings_for_your_account.htm&type=5

https://help.salesforce.com/articleView?id=sf.mc_co_set_up_tracking_information_to_send_to_salesforce.

htm&type=5

NEW QUESTION # 145

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Leadrecords for follow up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement?

- A. Salesforce Data Entry, SQL Query Activity, Task Activity
- B. Scheduled Automation, Filter Activity; Data Extension Entry, Contact Activity
- **C. Scheduled Automation, SQL Query Activity; Data Extension Entry, Task Activity**
- D. API Event Entry, SQL Query Activity, Task Activity

Answer: C

Explanation:

Explanation

To create a task on Contact and Lead records for follow up when someone has not opened five emails in a row, a scheduled automation can be used to run a SQL query activity that selects the subscribers who meet this criteria from the _Open data view and inserts them into a data extension. The data extension can then be used as an entry source for a journey that has a task activity to create the task in Sales Cloud. References:

https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_open.htm&type=5<https://help.salesforce.com/>

NEW QUESTION # 146

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

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

Answer: A,D

NEW QUESTION # 147

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