Key Features of PassReview's Salesforce Marketing-Cloud-Consultant Exam Dumps

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Salesforce Marketing-Cloud-Consultant is a certification exam that is designed for professionals who have expertise in implementing Salesforce Marketing Cloud solutions. Marketing-Cloud-Consultant exam is targeted towards individuals who possess knowledge of marketing automation tools and can use them to develop effective marketing strategies for their organization. Salesforce Certified Marketing Cloud Consultant certification validates the knowledge and skills required to implement and manage marketing campaigns using Salesforce Marketing Cloud.

Salesforce Marketing-Cloud-Consultant Exam is designed to validate the skills and knowledge of professionals working with Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification ensures that the candidate has demonstrated their ability to implement Marketing Cloud solutions that meet the needs of their clients or organization. Marketing-Cloud-Consultant exam covers a range of topics including Marketing Cloud setup, data modeling, email marketing, mobile messaging, social media advertising, and reporting.

>> Marketing-Cloud-Consultant Latest Test Questions <<

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exam questions immediately after purchase. You will receive a registration code and download instructions via email.

The Salesforce Certified Marketing Cloud Consultant certification exam consists of 60 multiple-choice questions and lasts for 105 minutes. To pass the exam, you must score at least 68%. Marketing-Cloud-Consultant Exam can be taken online or in-person at a testing center. It is recommended that you have at least six months of experience using Salesforce Marketing Cloud before taking the exam.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q110-Q115):

NEW QUESTION # 110
A B2B customer has customized journeys they want to use for several key accounts they are trying to sell into.
How could Marketing Cloud Connect be used to initiate these sends when contacts for select accounts are created?

- A. Salesforce Campaign Entry Source on the Lead Object
- B. Welcome Email Configuration on the Account Object
- C. Salesforce Data Entry Source on the Contact Object
- D. Salesforce Data Entry Source on the Account Object

Answer: C

Explanation:
Comprehensive and Detailed Explanation:
The correct answer is B - Salesforce Data Entry Source on the Contact Object.
* The Salesforce Data Entry Source allows you to trigger journeys based on new or updated Salesforce records.
* Since you are trying to trigger based on new contacts (and Contacts are tied to Accounts in B2B), you would configure the journey to listen for Contact creation or update events.
#Why others are wrong:
* A: Salesforce Campaign Entry Source is tied to Campaign Members, not Contacts.
* C: Salesforce Data Entry Source on Account Object isn't typically used to drive Contact-specific Journeys - Contacts should be the focus.
* D: Welcome Email Configuration is not relevant for Journey Builder - it's for basic email sends.
Exact Extract from Salesforce Official Documentation:
Salesforce Help - Salesforce Data Entry Source:
"Use Salesforce Data Entry Sources to start a journey when records on standard or custom Salesforce objects like Contacts, Leads, or Opportunities are created or updated." (Source:https://help.salesforce.com/s/articleView?
id=sf.mc_jb_salesforce_data_entry_source.htm)
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NEW QUESTION # 111
Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information.
How Should they configure these data sources?

- A. Give users the Administrator Role so they can see all of the data.
- B. Create a local copy of the product data in each BU.
- C. Share data extensions from the top-level BU.
- D. Use the File Transfer Activity to import data into each BU.

Answer: C

Explanation:
To configure specific data extensions, like Product Information, that are used by several business units (BU), Northern Trail Outfitters should share data extensions from the top-level BU. Sharing data extensions from the top-level BU allows marketers to grant access to common data sources across multiple child BUs without creating local copies or duplicating data.References:https://help.salesforce.com/s/articleView?id=sf.mc_co_share_data_extensions_across_business_

NEW QUESTION # 112
A user receives a message stating that there is an error binding data bound member when testing an Entry Event in Journey Builder.

What can a user do to ensure that contacts enter this interaction successfully based on the error message?
Choose 2 answers

- A. Select a source DE with a root relationship to the contact.
- B. Import new subscribers to the All Subscribers table.
- C. Fire the event in both Automation Studio and the Entry Event.
- D. Make sure the contact is above the High Water Mark on the source data.

Answer: A,D

NEW QUESTION # 113
A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.
Which two actions should be consultant recommend? Choose 2 answers

- A. Use Data Designer to link student and alumni data to the contact record.
- B. Use Synchronized Data Sources to obtain data from Sales Cloud.
- C. Create list attribute to store student data from Sales Cloud.
- D. Create an Import Activity to import alumni data into Salesforce Report.

Answer: A,B

NEW QUESTION # 114
Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of their subscribers provide a Mobile Phone Number when registering.
Which three considerations should be made before implementing MobileConnect?
Choose 3 answers

- A. Long and Short Codes are not available for all countries.
- B. Opting in for messages can only be done via inbound message.
- C. Inbound messaging only works with local Long or Short Codes.
- D. NTO would be charged by mobile operators directly for messages.
- E. Not all countries are supported by MobileConnect.

Answer: B,C,E

NEW QUESTION # 115
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