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Earning the Salesforce Certified Marketing Cloud Consultant certification can provide a number of benefits to individuals and organizations. For individuals, the certification can demonstrate a high level of expertise in the Salesforce Marketing Cloud, which can lead to career advancement and increased earning potential. For organizations, having certified professionals on staff can improve the effectiveness of marketing campaigns and increase overall productivity. Overall, the Salesforce Marketing-Cloud-Consultant certification is a valuable credential for anyone working in the marketing technology field.

To become a Salesforce Certified Marketing Cloud Consultant, candidates must pass the Marketing-Cloud-Consultant exam. Marketing-Cloud-Consultant exam consists of 60 multiple-choice questions and has a time limit of 105 minutes. Marketing-Cloud-Consultant Exam covers a range of topics, including email marketing best practices, data segmentation, and campaign management. Candidates must score 68% or higher to pass the exam.

Salesforce Marketing-Cloud-Consultant Certification Exam is specially designed for professionals who want to establish their careers in the field of marketing automation. Marketing-Cloud-Consultant exam covers various topics such as email marketing, social media marketing, mobile marketing, campaign management, data management, and analytics. Marketing-Cloud-Consultant exam tests the knowledge of a candidate in using Salesforce Marketing Cloud to drive business growth and revenue.

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q12-Q17):

NEW QUESTION # 12

A retail company's database of record resides at a third party company that also keeps track of purchase history.
- That database only updates once a day where new records can be created and merged.
- The database uses an "Email ID," which is a numeric field that represents both the business unit and email address.
The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.
What key issue should be addressed? (Choose three.)

- A. How will Marketing Cloud and the database sync up?
- B. Will new users have an "Email ID"?
- C. What will be used as Subscriber Key?
- D. What publication lists will be used?
- E. Will the company need a custom preference center?

Answer: A,D,E

Explanation:
No Need to worry about Subscriber key and Email ID.

NEW QUESTION # 13
Northern Trail Outfitters (NTO):
* Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.
* Prefers not to use custom roles unless it is absolutely necessary.
* Email Specialist resides in multiple business units.
Using best practices, how should a consultant create and assign roles for NTO?

- A. Check "Allow" automation permissions for the Content Creator Role and assign it to the Business Units.
- B. Alter the roles of Content Creator and Data Manager by denying permissions and then assign the roles to the ' Email Specialists.
- C. Create a custom EmailSpecialist role with needed permissions and assign it to the Email Specialists.
- D. Check "Allow" automation permissions for the Content Creator Role and assign it to the Email Specialists

Answer: D

NEW QUESTION # 14
Northern Trail Outfitters (NTO) plans to use Contact Builder to increase the scope of customer information they can see in an effort to establish more effective 1:1 relationships. NTO has a separate instance of Salesforce Sales Cloud that serves as their current customer master database.
What action should be taken when using Contact Builder? Choose 2 answers

- A. Combine each individual's channel contact information under one record.
- B. Conduct manual imports of customer information from Sales Cloud.
- C. Create a data extension to incorporate the imported data from a Salesforce Dashboard.
- D. Use Marketing Cloud Connect to include data from Sales Cloud.

Answer: A,D

NEW QUESTION # 15
Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return the site and continue their shopping.
What action should NTO take? Select One

- A. Create and send an apology email that includes a discount for a future purchase to all customers.
- B. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- C. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey builder.
- D. Create a user-initiated message to logged-in customers to send once the website is restarted

Answer: D

Explanation:
The answer can be 1 or 3. But the most appropriate solution is 1. Sending emails will not take the user to a state where they left on the website. This requires developer involvement.

NEW QUESTION # 16

A customer manually imports records for sending. Each record contains a warehouse ID that is shared between Marketing Cloud and a third-party system. The customer does not have developer resources, but wants to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber.
What should a consultant recommend?

- A. Use Dynamic Content rules to select a content area for each subscriber.
- B. Use personalization strings created by selecting the data extension.
- C. Use Guide Template Language created for each field in the data extension.
- D. Use AMPscript variables created from each field in the data extension.

Answer: B

Explanation:
Explanation
Using personalization strings created by selecting the data extension can be used to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber. Personalization strings are placeholders that can be inserted into emails or landing pages to display information from data extensions or lists, such as subscriber attributes or custom fields. Personalization strings can also be used as tracking parameters in links or image tags. References:
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NEW QUESTION # 17
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