Latest updated Salesforce Marketing-Cloud-Consultant Discount Are Leading Materials & Top Marketing-Cloud-Consultant: Salesforce Certified Marketing Cloud Consultant

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Salesforce Marketing-Cloud-Consultant Certification Exam is an excellent way to demonstrate your knowledge and expertise in Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification is a valuable asset to have in the marketing industry, and it can help you advance your career and open up new opportunities. To prepare for the exam, you should have experience working with the Salesforce Marketing Cloud platform and familiarize yourself with the exam content and study materials provided by Salesforce.

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As everybody knows, competitions appear ubiquitously in current society. In order to live a better live, people improve themselves by furthering their study, as well as increase their professional Marketing-Cloud-Consultant skills. With so many methods can boost individual competitiveness, people may be confused, which can really bring them a glamorous work or brighter future? We are here to tell you that a Marketing-Cloud-Consultant Certification definitively has everything to gain and nothing to lose for everyone. And our Marketing-Cloud-Consultant exam questions are the best choice to help you pass the Marketing-Cloud-Consultant exam and get the certification.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q71-Q76):

NEW QUESTION # 71
Northern Trail Outfitters and its subsidiaries use Sales Cloud and marketing Cloud to send customers frequent email communications of new products and updates on their portfolios. They have noticed the messages and branding being sent varies greatly and would like to create a better customer experience.
What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

- A. Einstein Content Selection
- B. Marketing Cloud Connect
- C. Distributed Sending
- D. Distributed Marketing

Answer: D

Explanation:
Explanation
To unify the messaging and branding of communications while still allowing personalization and timing of campaigns, Northern Trail Outfitters and its subsidiaries should use Distributed Marketing. Distributed Marketing is a tool that allows marketers to create consistent and compliant messages in Marketing Cloud and distribute them to Sales Cloud or Service Cloud users for sending. Distributed Marketing allows Sales Cloud or Service Cloud users to personalize and schedule messages based on their customer interactions and preferences. References:
https://help.salesforce.com/s/articleView?id=sf.mc_dm_distributed_marketing.htm&type=5

NEW QUESTION # 72
Northern Trail Outfitters wants to set up an automation that imports a file and sends an email to the contacts when the file is dropped on the SFTP. The name of the file will change, though it will always start with thankyou_customers.
How would they set up the Import Activity to know the name of the file?

- A. Set File Naming Pattern to%%BASEFILENAME_FROM_TRIGGER%%
- B. Set File Naming Pattern to%%AUTOMATED_FILENAME%%
- C. Filename is automatically passed to Import Activity with File Drop Automations
- D. Check the 'Use filename from Automation' checkbox

Answer: C

Explanation:
In Marketing Cloud's Automation Studio, when configuring a File Drop Automation, the system automatically detects and uses the file that triggers the automation.The Import File Activity within this automation doesn't require a specific filename; instead, it processes the file that initiated the automation.
Therefore, there's no need to set a dynamic file naming pattern or check additional options.
Reference:
Salesforce Help:File Drop Automations

NEW QUESTION # 73
Northern Trail Outfitters has started the process of integrating its Marketing Cloud account and Sales Cloud org through Marketing Cloud Connect.
Which configuration should be utilized for the API user created in Marketing Cloud?

- A. API User checkbox is selected
  Administrator & Marketing Cloud Administrator roles are applied.
- B. API User checkbox is selected, no roles are assigned to user.
- C. API User checkbox is deselected, Marketing Cloud Viewer role is applied.
- D. API User checkbox is deselected, all available roles are assigned to user.

Answer: A

Explanation:
Explanation
The API user created in Marketing Cloud for Marketing Cloud Connect should have the API User checkbox selected and the Administrator & Marketing Cloud Administrator roles applied. This ensures that the user has access to all features and functions in Marketing Cloud and can perform API calls between Marketing Cloud and Sales Cloud. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_create_a_marketing_cloud_api_user.htm&type=5

NEW QUESTION # 74
Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data

extensions (DE).

* The first DE is populated by web analytics data, and does not contain a Subscriber Key or Email Address value.
* A Customer Reference DE is updated daily and holds subscriber information.
* The third DE is populated by a file sent to the SFTP after five days If the customer has not purchased the abandoned items.
* The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.
* If the web analytics file is empty, NTO does not want the automation to finish running.

Which order of activities should be used to fulfill this requirement?

- A. File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one > Query Activity for file two > Data Extension Entry
- B. Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- C. File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two
- D. Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

Answer: A

Explanation:
Explanation
A File Drop Automation with a Verification Activity can be used to fulfill the requirement of sending an email to all contacts who have signed up for its newsletter, but have not joined its loyalty program. A File Drop Automation can be used to trigger an automation when a file is uploaded to the Marketing Cloud FTP. A Verification Activity can be used to check the number of records in the file and stop the automation if the file is empty. References:
https://help.salesforce.com/s/articleView?id=sf.mc_as_define_a_triggered_automation.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_as_verification_activity.htm&type=5

NEW QUESTION # 75

A new Marketing Cloud (MC) customer wants to now implement a Sales Cloud instance to go along with their MC Instance. The MC has been live for a year now, where the primary key for records has been the Email Address.

Which two options would prevent the customer from duplicating records? Choose 2 answers

- A. Purge the current records end carries on with new keys sourced from Sales Cloud
- B. Upload CSV with Migrated Subscriber Keys to All Subscribers.
- C. Get existing records updated with new Keys sourced from Sales Cloud instance;
- D. Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address.

Answer: C,D

Explanation:
Two options that would prevent the customer from duplicating records when implementing a Sales Cloud instance are:
* Get existing records updated with new Keys sourced from Sales Cloud instance. This option will allow the customer to update their existing records in Marketing Cloud with new keys that match their Sales Cloud records, such as Contact ID or Lead ID. This will ensure data consistency and avoid duplication across both systems.
* Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address. This option will allow the customer to continue using Email Address as their primary key in Marketing Cloud, and rely on Marketing Cloud Contact Models to dedupe keys by Email Address when syncing data from Sales Cloud. This will ensure data accuracy and avoid duplication within Marketing Cloud.
Uploading CSV with Migrated Subscriber Keys to All Subscribers will not prevent duplication, as it will create new records in Marketing Cloud with different keys than the existing records. Purging the current records and carrying on with new keys sourced from Sales Cloud will result in data loss and potential compliance issues. References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_contact_key.htm&type=5

NEW QUESTION # 76

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