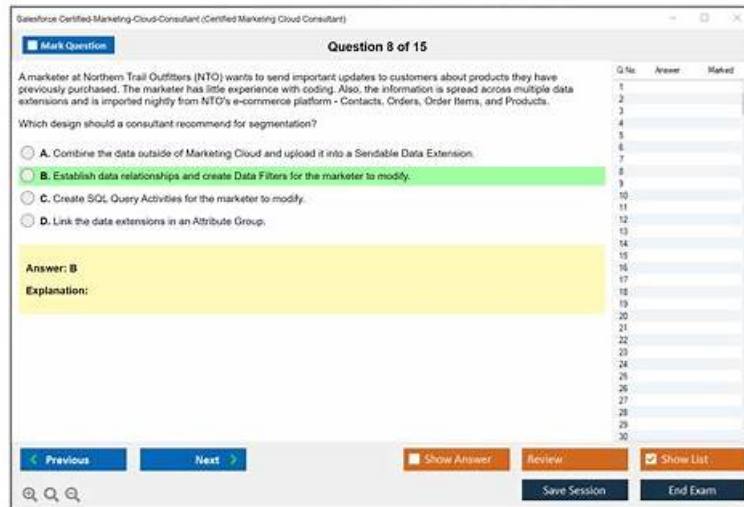


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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q62-Q67):

NEW QUESTION # 62

Northern Trail Outfitters has recently configured MobileConnect and wants to perform single send-outs from within MobileConnect using data extensions that contain automatically refreshed segments.

Which two fields would need to be added to enable these data extensions for sending? (Choose 2 answers)

- A. A field of Text type containing the country code plus mobile number
- B. A field of Locale type containing the locale code

- C. A field of Phone type containing the mobile number
- D. A field of Locale type containing the country code

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation:

The correct answers are B and D.

* B - The Mobile Number field must be Text type in MobileConnect and include country code (e.g., +1 555-555-5555).

* D - A Phone type field is necessary to validate and standardize mobile number formats inside MobileConnect.

Both fields are used for identifying recipients during MobileConnect sends.

#Why others are wrong:

* A and C: Locale fields are used for language/country preferences, not required for MobileConnect message sending.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - MobileConnect Data Extension Requirements:

"When sending SMS using MobileConnect, data extensions must include a Mobile Number field (Phone or Text type, with international country code)." (Source:https://help.salesforce.com/s/articleView?id=sf.mc_ms_send_data_extensions.htm)

-

NEW QUESTION # 63

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

Which activities could be used to fulfill this requirement?

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

Answer: D

Explanation:

You would:

* Use Salesforce Data Entry to identify the Contacts and Leads in scope.

* Use SQL Query Activity to evaluate who has not opened five emails based on Data Views.

* Use Task Activity to create Salesforce tasks automatically.

This path matches Option A exactly.

-

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Salesforce Activities in Journey Builder

"Salesforce Activities, including Task creation, can be used to automate CRM record updates from Marketing Cloud." Source:

Salesforce Marketing Cloud Connect Guide - SQL Query Activities

"SQL Query Activities allow filtering and evaluation of marketing engagement data (such as opens and clicks) stored in Data Views."

-

NEW QUESTION # 64

Northern Trail Outfitters assigns a 15-digit integer as their Order ID which will be used as the primary key of a data extension. The import file contains leading zeros, but they will NOT be included in the final values.

Which data type should they use for the Order ID field?

- A. Text (15)
- B. Number
- C. Decimal (15,0)
- D. Decimal (15,2)

Answer: C

Explanation:

Explanation

The order ID field is conducive because it places all of the items that the customers want under one order. You can imagine how problematic it would be if the rules would be set in different areas. It will be harder for the company to track the orders of each customer.

This may lead to people receiving items that they did not order or not getting any of the things that they have ordered at all. The order ID field will make everything more organized and correct. The fewer mistakes that the company makes in processing orders, the happier the customers will be with their shopping experience.

NEW QUESTION # 65

Northern Trail Outfitters is expanding its marketing efforts globally. Each country's marketing department has its own business unit and is responsible for the creation and execution of all the marketing campaigns. The Marketing Cloud Administrator is having trouble keeping up with the consultant influx of new users and would like to speed up the turnaround of granting new users access to Marketing Cloud.

In which two ways could this be accomplished? Choose 2 answers

- A. Assign Channel Managers the role of Marketing Cloud Analyst.
- **B. Assign Administration User permissions to the Channel Manager role.**
- C. Assign Administration User permissions to individual users.
- **D. Assign Administration User permissions to each business unit.**

Answer: B,D

NEW QUESTION # 66

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest-value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should they use to create an audience for this campaign? Choose 3 answers

- **A. Last Purchase Date**
- B. Proximity to Store
- **C. Lifetime Purchase Value**
- **D. Conversion Rate**
- E. Ages in Household

Answer: A,C,D

NEW QUESTION # 67

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