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Salesforce Marketing Cloud is a powerful tool that helps businesses automate their marketing campaigns. With this platform, businesses can create targeted email campaigns, social media campaigns, and other marketing strategies that are customized to their audiences. The Salesforce Marketing Cloud is designed to help businesses reach their customers in a more personalized and effective way, which can lead to increased sales and better customer engagement. The Salesforce Marketing-Cloud-Consultant Certification Exam is designed to test the skills and knowledge of marketing professionals who work with this platform on a daily basis.

Salesforce Marketing-Cloud-Consultant Certification Exam is a rigorous exam that tests the skills and knowledge of a professional in Salesforce Marketing Cloud. It consists of 60 multiple-choice questions that need to be answered within 90 minutes. To pass the exam, a candidate needs to score a minimum of 68%.

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## Consultant Exam Questions Answers

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### Salesforce Certified Marketing Cloud Consultant Sample Questions (Q20-Q25):

#### NEW QUESTION # 20

A financial company wants to use Marketing Cloud to send late payment notices to accounts whose payment due date lapsed the previous week. The company has shared the following:

\*Payment.csv will arrive on the Enhanced SFTP each Monday at 1 a.m.

\*Payments.csv will be encrypted.

\*Payments.csv will contain data from the previous week.

\*Late payment notices will be sent each Monday at noon.

\*They need to receive a file containing customers who opened or clicked on the late payment notice email within five days after send.

Which automation sequence represents a viable solution?

- A. File Transfer > Import File > Filter > Wait > Send Email > SQL Query > Wait > Data Extract > File Transfer
- **B. Import File > File Transfer > SQL Query > Wait > Send Email > Wait > SQL Query > Data Extract > File Transfer**
- C. File Transfer > File Transfer > Import File > SQL Query > Wait > Send Email > SQL Query > File Transfer
- D. File Transfer > Import File > Filter > Wait > Send Email > Wait > SQL Query > Data Extract > File Transfer

**Answer: B**

#### NEW QUESTION # 21

Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.

What should be used to prevent emails from being sent if they exceed 2500 contacts?

- A. Script Activity
- B. Stop Activity
- **C. Verification Activity**
- D. Query Activity

**Answer: C**

Explanation:

A Verification Activity can be used to prevent emails from being sent if they exceed a certain number of contacts. A Verification Activity checks the number of records in a data extension or list and stops the automation if the number is above or below a specified threshold. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_as\\_verification\\_activity.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_as_verification_activity.htm&type=5)

#### NEW QUESTION # 22

A customer wants to integrate their website with Marketing Cloud so users can update their marketing communication preferences. The customer has in-house web development resources available and is interested in leveraging tools such as Journey Builder in the future.

What solution should the consultant propose?

- A. Configure a relational data structure using data extensions and leverage a Web Collect form hosted in CloudPages.
- B. Configure a data structure using lists and leverage a SmartCapture form the client can iFrame into their website.
- C. Configure a data structure using lists and leverage the out-of-the-box Preference Center.
- **D. Configure a relational data structure using data extensions and consult with the customer on API integration with their website.**

**Answer: D**

Explanation:

Since Company has web developer so API integration is preferred solution.

#### NEW QUESTION # 23

Northern Trail Outfitters wants to encourage customers who made a purchase on their website without leaving a review to come back and review their purchase. They want to use Journey Builder to automatically inject contacts who meet these criteria into a Journey.

What product should be recommended?

- A. Google Analytics 360
- **B. Web Analytics Connector**
- C. Audience Studio
- D. Data Studio

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is B - Web Analytics Connector (WAC).

\* Web Analytics Connector allows you to capture website events (like a purchase or non-review event) and pass them back to Marketing Cloud.

\* You can use WAC to inject those contacts into Journey Builder automatically based on behavioral criteria.

#Why others are wrong:

\* A: Audience Studio (DMP) is for paid media audiences - not for direct injection based on onsite behavior.

\* C: Data Studio is a marketplace for audience data - not used for connecting web behaviors.

\* D: Google Analytics 360 is for analyzing web behavior, but on its own, it doesn't push contacts into Journeys without customization.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Web Analytics Connector Overview:

"Use Web Analytics Connector (WAC) to capture web behavior and automate customer journey entry based on onsite actions such as purchases, page visits, or abandoned activities." (Source:[https://help.salesforce.com/s/articleView?id=sf.mc\\_wac\\_overview.htm](https://help.salesforce.com/s/articleView?id=sf.mc_wac_overview.htm))

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#### NEW QUESTION # 24

Which statement is correct regarding tracking aliases? Choose 2 answers

- **A. Tracking aliases can differentiate click activity in an email to the same URL.**
- B. Tracking aliases are found in Tracking and some standard reports.
- C. Tracking aliases are associated with a URL in HTML as: tag="alias text".
- **D. Tracking aliases are primarily relevant when used with email conversion tracking.**

**Answer: A,D**

#### NEW QUESTION # 25

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