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To be eligible to take the Salesforce Marketing-Cloud-Consultant Exam, candidates must have a good understanding of digital marketing concepts and experience working with the Salesforce Marketing Cloud platform. They should be familiar with the various features and capabilities of the platform, including email marketing, mobile messaging, social media advertising, and web personalization. Additionally, candidates should have experience working with customer data, creating and managing data extensions, and developing automation workflows.

>> **Marketing-Cloud-Consultant Test Questions Vce** <<

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Becoming a Salesforce Certified Marketing Cloud Consultant is a great career move for professionals who want to advance their skills and knowledge in the field of marketing automation. Salesforce Certified Marketing Cloud Consultant certification is recognized globally, and it is highly valued by employers. It demonstrates that individuals have the skills and knowledge required to implement and manage Salesforce Marketing Cloud solutions. Salesforce Certified Marketing Cloud Consultant certification also provides individuals with the opportunity to network with other certified professionals and gain access to exclusive resources and events.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q76-Q81):

NEW QUESTION # 76

Northern Trail Outfitters (NTO) has been storing web behavior to a data extension for several years. They have indicated with several hundred millions of rows there has been an impact on performance. NTO indicates they only need to store data from the previous twelve months which will not exceed eighty million rows.

Which two methods would allow them to utilize a Retention Policy? (Choose 2 answers)

- A. Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.
- **B. Reconfigure the current data extension as-is with a Retention Period via Contact Builder.**
- C. Replace the current data extension with a new data extension configured with a Retention Period.
- **D. Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.**

Answer: B,D

NEW QUESTION # 77

A subscriber asked to be removed from a customer's email list multiple times by replying directly to the customer's marketing message, but continues to receive emails.

Which three settings should be confirmed? (Choose three.)

- **A. Reply Mail Management (RMM) is configured for the customer's account.**
- **B. An email address was provided as the Routing Address for Remaining Replies.**
- **C. The RMM setting 'Unsubscribe Manual Requests' is set to YES.**
- D. The subscriber's request contained one of the standard terms that qualify for automatic unsubscribe.
- E. The RMM setting 'Delete auto-replies and out-of-office replies' is set to NO.

Answer: A,B,C

NEW QUESTION # 78

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow-up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between Contact # Person Account # Real Estate Agent # Property objects and all of those are available in CRM as well as synchronized to Marketing Cloud. What solution should be recommended for execution efficiency?

- A. Use Automation Studio and Salesforce sends with campaign as an audience.
- B. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- **C. Use Automation Studio to prepare personalization data and initiate journey.**
- D. Use send from Salesforce CRM and Salesforce report to prepare personalization data.

Answer: C

Explanation:

Because of the complex relationships (multiple objects and property matches), it's best to use Automation Studio to:

* Query and flatten the relational data into a single personalized Data Extension.

* Then use Journey Builder to send based on that prepared data.

This approach avoids heavy personalization scripting inside emails (which would reduce performance) and makes the sends more efficient.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Journey Data Preparation Best Practices

"For complex relationships and personalization requirements, prepare the data with Automation Studio before injecting into Journey Builder." Source: Salesforce Help - Personalization in Journey Emails

"Avoid heavy personalization logic inside the email. Prepare the personalization using query activities beforehand to ensure send performance."

NEW QUESTION # 79

Northern Trail Outfitters is using Journey Builder to send emails to loyalty members based on recent activity. They anticipate that approximately half of their contacts will meet the entry criteria for their journey. How should they configure their entry source?

- A. Use a Data Extension Entry Source with an applied filter based on recent member activity.
- B. Use an Import Activity in Automation studio to filter the data as a Data Extension Entry Source.
- **C. Use a Query Activity in Automation Studio to create a segment before entering the journey.**
- D. Use a Contact Data Entry Source to segment the data configured in Attribute Groups in Contact Builder.

Answer: C

NEW QUESTION # 80

A customer would like to store financial data related to invoicing in its data extensions. Which field type should be used?

- A. Float
- **B. Decimal**
- C. Number
- D. Currency

Answer: B

NEW QUESTION # 81

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