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To be eligible to take the Salesforce Marketing-Cloud-Consultant exam, candidates must have at least six months of experience working with the Salesforce Marketing Cloud. Additionally, candidates must hold one of the following certifications: Salesforce Certified Administrator, Salesforce Certified Advanced Administrator, or Salesforce Certified Platform App Builder. Passing the Salesforce Marketing-Cloud-Consultant Exam is a great way for marketing professionals to demonstrate their expertise in the Salesforce Marketing Cloud and advance their careers.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q131-Q136):

NEW QUESTION # 131

Northern trail Outfitters is expanding globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. They want to do this as efficiently as possible and are anticipating growth into other locales in the near future.

Which two options could be recommended?

Choose 2 answers

- A. Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.
- B. Leverage Content Builder to create email templates for each individual language and populate the templates via the UI.
- C. Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails.
- D. Leverage personalization strings within the email template to pull in language-specific content.

Answer: A,C

Explanation:

Two options that could be recommended for localizing email content to speak to subscribers in their own language are:

* Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.

AMPscript is a scripting language that allows marketers to perform complex tasks within messages, such as looking up data from data extensions, applying conditional logic, or displaying dynamic content based on subscriber attributes or behaviors.

* Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails.

Enhanced dynamic content blocks are blocks that allow marketers to create personalized content based

* on rules and filters without coding.

Leveraging personalization strings within the email template will not help with localization, as they are used for inserting simple subscriber attributes or system information into messages. Leveraging Content Builder to create email templates for each individual language will not be efficient or scalable, as it will require creating and maintaining multiple templates for each message. References:

https://help.salesforce.com/s/articleView?id=sf.mc_es_ampscript_overview.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_ceb_enhanced_dynamic_content_blocks.htm&type=5

NEW QUESTION # 132

Northern Trail Outfitters injects customers into Journey B based upon email engagement in Journey A.

Which method would facilitate this solution?

- A. In Journey A, engagement split after email send. In Automation Studio, query JourneyActivity data view for the Engagement split result Boolean field, use result Data.
- B. In Automation Studio, use verification activity to verify engagement on email in Journey A; query engagement data extension for Journey B Subjects.
- C. In Journey A, engagement split followed by Contact Activity to Boolean on an engagement data extension; query engagement data extension injections.
- D. In Automation Studio, query activity engagement on Journey System data view for email send to Journey A; Use result data extension for Journey B Subjects.

Answer: A

Explanation:

You would:

- * Use an Engagement Split in Journey A to track who engaged (opened or clicked).
- * After the Engagement Split, capture the engagement decision (typically Boolean) into an attribute or Data Extension.
- * Then use Automation Studio to query the JourneyActivity data views for those who engaged and inject them into Journey B.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help - Engagement Split Activity

"The Engagement Split activity evaluates contacts based on interactions with an email activity, such as opens or clicks." Source:

Salesforce Help - Journey Activity and Data Views

"Query JourneyActivity Data Views to retrieve information about contact flow and outcomes, including engagement split results."

-

NEW QUESTION # 133

When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop.

Which solution should the consultant recommend?

- **A. Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.**
- B. Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.
- C. Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.
- D. Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.

Answer: A

Explanation:

Explanation

To send a series of welcome messages on behalf of the brand with an optimized send time to new customers who are sent to Marketing Cloud via an hourly batch file drop, Northern Trail Outfitters should use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning. Automation Studio is a tool that allows marketers to automate tasks and workflows using different activities, such as importing files, filtering data, or sending emails. Journey Builder is a tool that allows marketers to create personalized customer experiences across different channels and platforms using different activities, such as sending emails, updating data, or optimizing send time. References:

https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5

NEW QUESTION # 134

A marketer at Northern Trail Outfitters (NTO) wants to send important updates to customers about products they have previously purchased. The marketer has little experience with coding. Also, the information is spread across multiple data extensions and is imported nightly from NTO's e-commerce platform - Contacts, Orders, Order Items, and Products.

Which design should a consultant recommend for segmentation?

- A. Link the data extensions in an Attribute Group.
- B. Create SQL Query Activities for the marketer to modify.
- C. Establish data relationships and create Data Filters for the marketer to modify.
- **D. Combine the data outside of Marketing Cloud and upload it into a Sendable Data Extension.**

Answer: D

Explanation:

Explanation

To send an email with personalized fields from multiple data extensions without coding experience, Northern Trail Outfitters should combine the data outside of Marketing Cloud and upload it into a sendable data extension. This will allow them to have all the required fields for personalization in one data source and avoid using complex scripting or queries to join and filter data from multiple data extensions.

Establishing data relationships and creating data filters would not help with personalization, as they are used for segmentation purposes. Creating SQL query activities would require coding skills and experience with SQL syntax. References:
https://help.salesforce.com/s/articleView?id=sf.mc_es_send_email_using_a_data_extension.htm&type=5

NEW QUESTION # 135

The ABC Company marketing team is launching a new email campaign. ABC Company's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message? (Choose three.)

- A. Grammar and spelling in the email text is correct.
- B. Words or phrases used may trigger spam filters.
- C. Each content area specified in a dynamic content rule exists.
- D. Personalization strings map to attributes or data extension fields.
- E. Correct syntax is used on any AMPscript in the emails code.

Answer: C,D,E

NEW QUESTION # 136

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