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Test4Engine regularly updates Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) practice exam material to ensure that it keeps in line with the test. In the same way, Test4Engine provides a free demo before you purchase so that you may know the quality of the Salesforce Marketing-Cloud-Consultant dumps. Similarly, the Test4Engine Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) practice test creates an actual exam scenario on each and every step so that you may be well prepared before your actual Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) examination time. Hence, it saves you time and money.

Salesforce Certified Marketing Cloud Consultant certification is a prestigious credential that is recognized globally. It demonstrates the candidate's ability to design and implement Marketing Cloud solutions that meet business requirements. Salesforce Certified Marketing Cloud Consultant certification exam is designed to test the candidate's knowledge and expertise in Marketing Cloud, and passing the exam showcases the candidate's proficiency in Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification provides access to a vast community of Salesforce professionals, which can help the candidate to expand their network and learn from other experts in the field. Salesforce Certified Marketing Cloud Consultant certification also opens up new career opportunities, as many companies are looking for professionals who have a proven track record in Marketing Cloud.

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## Marketing-Cloud-Consultant Exam Topics Pdf | Marketing-Cloud-Consultant Valid Study Materials

All questions on our Marketing-Cloud-Consultant exam questions are strictly in accordance with the knowledge points on newest test syllabus. Also, our experts are capable of predicating the difficult knowledge parts of the Marketing-Cloud-Consultant exam according to the test syllabus. We have tried our best to simply the difficult questions of our Marketing-Cloud-Consultant Practice Engine to be understood by the customers all over the world. No matter the students, office staffs, even someone who know nothing about this subject can totally study it without difficulty.

## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q17-Q22):

### NEW QUESTION # 17

A retail company needs to create journeys that will target subscribers based on website behavior. They have identified 3 separate groups:

- \* Customers who searched for an item on their website.
- \* Customers who abandoned a cart on their website.
- \* Customers who made a purchase on their website.

What should the consultant ask in order to design the data structure for this solution? Choose 3 answers

- A. Should a single customer exist in multiple journeys at the same time?
- B. Should customers exit the journey when the goal is met?
- C. How are subscribers identified in your web analytics?
- D. How many messages should be included in each journey?
- E. How long after the behavior occurs will a subscriber need to enter a journey?

**Answer: A,C,E**

#### NEW QUESTION # 18

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

**Answer: C**

#### NEW QUESTION # 19

A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.

What should a consultant recommend to meet this criteria?

- A. Sync all custom objects to Marketing Cloud and recreate the reports for sending.
- B. Create a Journey and use Salesforce Data and the Reports object as the Entry Source.
- C. Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.
- D. Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.

**Answer: B**

Explanation:

To simplify the sending process using Marketing Cloud with as little additional setup as possible, the customer should create a journey and use Salesforce Data and the Reports object as the entry source. This will allow them to use their existing complex reports in Sales Cloud as criteria for injecting contacts into the journey and sending them

emails. References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_salesforce\\_data\\_event.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5)

#### NEW QUESTION # 20

A customer wants to automate the send of a monthly promotional email. The customer will upload an audience file to their account's Enhanced FTP on a monthly basis on the 15th day of each month, expecting the email to be deployed upon completion of the import activity. However, if the 15th of the month falls on a Saturday or Sunday, the customer will provide the file on the Friday prior to the 15th and expect the promotional email to be sent on that Friday.

Given the customer's requirements, which method should be used to automate their monthly promotional email?

- A. Create a triggered automation that includes an import activity and triggered send.
- **B. Create a triggered automation that includes an import activity and user-initiated send.**
- C. Create a scheduled daily automation that includes an import activity and user-initiated send.
- D. Create a scheduled monthly automation that includes an import activity and triggered send.

**Answer: B**

#### NEW QUESTION # 21

Northern Trail Outfitters received an email about reaching API limits within Salesforce and they think this is caused by the integrated Marketing Cloud account.

Which two types of API calls are counted against the rolling 24-hour limit?

- A. Login Calls
- **B. CreateSalesforceObject() AMPscript**
- C. Bulk API
- **D. SOAP API Calls updating objects**

**Answer: B,D**

Explanation:

Explanation

SOAP API calls updating objects and CreateSalesforceObject() AMPscript are both types of API calls that are counted against the rolling 24-hour limit in Salesforce. Login calls and bulk API calls are not counted against this limit. References:

[https://developer.salesforce.com/docs/atlas.en-us.api\\_rest.meta/api\\_rest/intro\\_api\\_concepts\\_limits.htm](https://developer.salesforce.com/docs/atlas.en-us.api_rest.meta/api_rest/intro_api_concepts_limits.htm)

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#### NEW QUESTION # 22

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