

Quiz Authoritative Salesforce - Hot Marketing-Cloud-Consultant Questions



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Many people don't get success because of using Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) invalid practice material. Usage of an expired Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) material leads to failure and loss of time and money. To save you from these losses, Pass4guide has a collection of actual and updated Marketing-Cloud-Consultant Exam Questions. These Salesforce Marketing-Cloud-Consultant practice questions will aid you in acing the test on the first attempt within a few days. This Salesforce Certified Marketing Cloud Consultant (Marketing-Cloud-Consultant) exam dumps has been made under the expert guidance of thousands of professionals from various countries.

Salesforce Marketing-Cloud-Consultant Certification Exam is a valuable credential for professionals who want to advance their careers in marketing automation and Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Consultant certification is recognized globally and demonstrates the candidate's proficiency in marketing automation and Salesforce Marketing Cloud.

Salesforce Marketing-Cloud-Consultant Certification Exam is divided into several sections, each of which tests the candidate's knowledge and skills in a specific area. Marketing-Cloud-Consultant exam is a combination of multiple-choice questions and scenario-based questions. Candidates are expected to have a deep understanding of Marketing Cloud and be able to apply their knowledge to real-world situations.

>> Hot Marketing-Cloud-Consultant Questions <<

Marketing-Cloud-Consultant Reliable Real Test, New Marketing-Cloud-Consultant Exam Prep

Some candidates may considerate whether the Marketing-Cloud-Consultant exam guide is profession, but it can be sure that the contents of our study materials are compiled by industry experts after them refining the contents of textbooks, they have good knowledge of exam. Marketing-Cloud-Consultant test questions also has an automatic scoring function, giving you an objective rating after you take a mock exam to let you know your true level. With Marketing-Cloud-Consultant Exam Guide, you only need to spend 20-30 hours to study and you can successfully pass the exam. You will no longer worry about your exam because of bad study materials. If you decide to choose and practice our Marketing-Cloud-Consultant test questions, our life will be even more exciting.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q160-Q165):

NEW QUESTION # 160

A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history. That database only updates once a day where new records can be created and merged. The database uses an "Email ID," which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to

people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.

What key issue should be addressed? Choose 3 answers

- A. What will be used as the Subscriber Key?
- B. What publication lists will be used?
- C. Will new users have an "Email ID"?
- D. Will the company need a custom preference center?
- E. How will Marketing Cloud and the database sync up?

Answer: A,C,E

NEW QUESTION # 161

For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering implementing Tokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive emails per year.

Which two considerations should be made about Tokenized Sending? (Choose 2 answers)

- A. Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
- B. Tokenized Sending should be combined with field-level data encryption for additional security.
- C. Personalization Strings still allow PII to be displayed within an email.
- D. Journey Builder Decision Splits provide a method to access data of Tokenized data natively.

Answer: A,C

NEW QUESTION # 162

A retail customer expanded their portfolio to include additional product lines in addition to their already popular offerings. They want to give subscribers the ability to unsubscribe via email from the specific subsections while still remaining on the main commercial communications audience. This option will be included in the footer attached to the unsubscribe URL and as an option on their subscription center.

Which model would meet the requirements?

- A. Exclusion List with Lists
- B. Publication List with Data Extensions
- C. Publication List with Lists
- D. Exclusion List with Data Extensions

Answer: B

NEW QUESTION # 163

NTO wants not only to send to their best customers, but also those most likely to buy.

What data will be helpful to send out an email which increases purchase frequency? Choose All that apply

- A. conversion rate
- B. last purchase date
- C. proximity to store
- D. lifetime purchase value

Answer: A,B,D

NEW QUESTION # 164

Northern Trail Outfitters wants to its emails to be redirected to Marketing Cloud server* for processing.

Which configuration setting should the consultant recommend?

- A. Sender Authentication Package
- B. Private Domains

- C. Reply Mail Management
- D. Custom Delivery Profiles

Answer: A

Explanation:

This setting allows the consultant to verify the sender's identity and configure the incoming email settings.

Reference: https://help.salesforce.com/articleView?id=mc_es_sap_overview.htm&type=5 To redirect its emails to Marketing Cloud servers for processing, Northern Trail Outfitters should use a Sender Authentication Package. A Sender Authentication Package is a feature that allows marketers to authenticate their email sends with their own domain and branding, instead of using Marketing Cloud's default domain and branding. This will improve email deliverability and reputation, as well as provide more control over email settings and preferences. References: https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_authentication_package.h

NEW QUESTION # 165

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