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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q30-Q35):

NEW QUESTION # 30

A marketer wants to create and edit email content, as well as generate reports and manage subscriber data. Using the principle of least privilege, which two pre-defined roles should be assigned? Choose 2 answers

- A. Data Manager
- B. Analyst
- C. Administrator
- D. Content Creator

Answer: B,D

NEW QUESTION # 31

Northern Trail Outfitters wants its emails to be redirected to Marketing Cloud servers 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: C

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is A - Reply Mail Management (RMM).

* Reply Mail Management redirects incoming email replies to Marketing Cloud servers where they are processed based on defined rules (e.g., auto-responses, unsubscribe handling).

* It ensures Marketing Cloud can properly manage replies rather than relying on customer inboxes.

#Why others are wrong:

* B: Private Domains help with sending (authentication) but not reply redirection.

* C: SAP (Sender Authentication Package) includes Private Domain setup but doesn't itself manage replies.

* D: Delivery Profiles configure sender and reply-to addresses but don't control reply processing rules.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Reply Mail Management Overview:

"Reply Mail Management (RMM) redirects subscriber replies to Marketing Cloud servers where you can configure responses, auto-replies, and unsubscribe handling." (Source:https://help.salesforce.com/s/articleView?id=sf.mc_es_reply_mail_management.htm)

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NEW QUESTION # 32

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and NotSent, to ensure they are fulfilling a legal obligation due to the nature of their messages. What method should be suggested in this scenario?

- A. Data View Export with every send
- B. Data Retrieves on the Send Object
- C. Platform Events API
- D. Event Notification Service

Answer: D

NEW QUESTION # 33

Northern Trail Outfitters has a data extension that stores all of their orders. They want to send out a daily email for orders with their status changed to 'shipped' that day through a journey.

Which two methods should be used to filter entry into the journey?

Choose 2 answers

- A. Decision Split
- B. SQL Query

- C. Filter Activity
- **D. Entry Source Filter**

Answer: B,D

NEW QUESTION # 34

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

NEW QUESTION # 35

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