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These Salesforce Marketing-Cloud-Consultant exam questions give you an idea about the final Salesforce Marketing-Cloud-Consultant exam questions formats, exam question structures, and best possible answers, and you will also enhance your exam time management skills. Finally, at the end of Salesforce Marketing-Cloud-Consultant Exam Practice test you will be ready to pass the final Salesforce Marketing-Cloud-Consultant exam easily. Best of luck in Salesforce Salesforce exam and professional career!!!

Salesforce Marketing-Cloud-Consultant Certification Exam covers a wide range of topics, including email marketing, mobile marketing, social media marketing, advertising, data management, and analytics. Candidates are tested on their ability to design and implement marketing automation solutions, configure and manage campaigns, optimize customer journeys, and perform advanced analytics. Marketing-Cloud-Consultant exam also evaluates the candidate's understanding of industry best practices, compliance regulations, and how to leverage the full capabilities of the Salesforce Marketing Cloud platform. Passing this certification exam is a testament to the candidate's expertise in Salesforce Marketing Cloud and can enhance their career prospects in the field of marketing automation.

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Salesforce Certified Marketing Cloud Consultant Sample Questions (Q114-Q119):

NEW QUESTION # 114
Northern Trail Outfitters want to use the Out-of-the-Box (OOTB) Preference Center to allow the customers to manage their subscribers and have them updated Salesforce CRM using Marketing Cloud Connect.
Which two considerations should be made before implementing this solution? (Choose 2 answers)

- A. The OOTB Connector cannot update Salesforce Sale Cloud Directly
- B. The OOTB Preference Center does not support Person Account
- C. Multi-Org Connector does not support the OOTB Preference Center
- D. Contacts first added to all subscribers via Salesforce Entry Event in Journey Builder would not update.

Answer: A,B

NEW QUESTION # 115
The Corporate Apparel Division of Northern Trail Outfitters (NTO) is moving to Marketing Cloud and will be using NTO's existing account. The Corporate Apparel team has asked for a recommendation on whether they should have a separate Business Unit. Which consideration warrants the creation of a separate Business Unit for Corporate Apparel's instance of Marketing Cloud?

- A. Using different From Name and Email Address settings
- B. Managing Unsubscribes for the Corporate Apparel Division only
- C. Sending from a separate IP Address and Domain
- D. Brand guidelines for Corporate Apparel is different from NTO

Answer: B

NEW QUESTION # 116
Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment.
Which process should the consultant utilize for a reliable send method?

- A. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
- B. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow
- C. Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event
- D. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send

Answer: D

Explanation:
To send an email to one million contacts in Sales Cloud using 10+ fields to segment contacts, Northern Trail Outfitters should send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow. Sending to a Salesforce Report allows marketers to use existing reports in Sales Cloud as target audiences in Marketing Cloud without importing or syncing data. Using Email Studio Send Flow allows marketers to select an audience, an email message, and other options for sending an email campaign.References:https://help.salesforce.com/s/articleView?id=sf.mc_co_send_flow.htm&type=5

NEW QUESTION # 117
A customer wants to create a mobile app that requires users to log in or register before accessing their data.
Their source of truth Is Sales Cloud which Is connected to Marketing Cloud. Users who log In with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.
What consideration should a consultant provide to the customer?

- A. Newly registered users will create additional Contacts in Marketing Cloud.
- B. Existing users will create additional Contacts in Marketing Cloud.
- C. All mobile app users will create additional Contacts in Marketing Cloud.
- D. User device data is unavailable in Contact Builder for up to 48 hours.

Answer: A

Explanation:
Explanation
A contact is a person who interacts with a brand across one or more channels, such as email, mobile, web, etc.
A contact is identified by a contact key, which is usually the same as the subscriber key in Marketing Cloud or the contact or lead ID in Sales Cloud. When users register with the mobile app, they will create new contacts in Marketing Cloud with their device IDs as contact keys. However, these contacts will not be associated with their contact keys in Sales Cloud until they are synchronized through Marketing Cloud Connect, which can take up to 24 hours. Therefore, newly registered users will create additional contacts in Marketing Cloud until they are matched with their existing contacts in Sales Cloud. References:

https://help.salesforce.com/articleView?id=sf.mc_co_what_is_a_contact.htm&type=5
https://help.salesforce.com/articleView?id=sf.mc_co_implementing_contacts_in_the_marketing_cloud.htm&typ

NEW QUESTION # 118

Northern Trail Outfitters wants to connect relational data Into their Journey without overloading the entry data.
How should they connect the data?

- A. Data Relationships
- B. Data Designer
- C. Entry Source Data Extension
- D. Contact Configuration

Answer: B

NEW QUESTION # 119

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