

# Test Marketing-Cloud-Consultant Passing Score - Exam Marketing-Cloud-Consultant Topics



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Salesforce Marketing-Cloud-Consultant Certification Exam is a highly valuable certification for professionals who work in the digital marketing industry. It demonstrates a professional's expertise in using the Salesforce Marketing Cloud platform to create and manage marketing campaigns. Salesforce Certified Marketing Cloud Consultant certification is recognized globally and opens up new opportunities for professionals looking to advance their careers in the field of digital marketing.

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## Salesforce Certified Marketing Cloud Consultant Sample Questions (Q23-Q28):

### NEW QUESTION # 23

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMP script. The Company collects the following information:

- Customer data (email address, first name, last name...).
- Event registration (email address, event ID, event name, event type, venue ID...).
- Venue details (venue ID, venue name, venue address...).
- Payment details (email address, event ID, total paid...).

The Company does not want to link everything in Contact Builder.

Which are the two data sources that must be incorporated inside Contact Builder? (Choose two.)

- A. Payment Details
- B. Customer Data
- C. Venue Details
- D. Event Registration

**Answer: B,C**

#### NEW QUESTION # 24

A retail company does business in both the United States and Canada.

a. They have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a "Version" data field indicating the type of email the customer is to receive.

Which two questions should be asked to determine a data/segmentation strategy?

Choose 2 answers

- A. Will "Version" values/meanings change, precluding reusable AMPscript?
- B. Will customers be able to sign up for the loyalty program at the store?
- C. Will a lookup table be needed for a dynamic From Name?
- D. Is the purpose of these emails for acquisition or retention or transactional?

**Answer: C,D**

#### NEW QUESTION # 25

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return the site and continue their shopping.

What action should NTO take? Select One

- A. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- B. Create and send an apology email that includes a discount for a future purchase to all customers.
- C. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey Builder.
- D. Create a user-initiated message to logged-in customers to send once the website is restarted

**Answer: D**

Explanation:

Explanation

The answer can be 1 or 3. But the most appropriate solution is 1. Sending emails will not take the user to a state where they left on the website. This requires developer involvement.

#### NEW QUESTION # 26

A marketer wants to capture open-ended feedback from customers via SMS and write it to a data extension.

How could MobileConnect be used to accomplish this?

- A. Use a vote/survey message template to capture the response.
- B. Use an info capture message template to capture the response.
- C. Use an outbound message template with embedded AMPscript to capture the response.
- D. Use a text-response message template with embedded AMPscript to capture the response.

**Answer: D**

Explanation:

To capture open-ended feedback via SMS and write it to a data extension, using a text-response message template with embedded AMPscript is the most suitable approach. This method allows for the dynamic handling and processing of the incoming SMS responses. The AMPscript can be programmed to parse the response and write the collected data to a specified data extension, making it an effective way to capture and store open-ended feedback. References: Salesforce MobileConnect documentation,

### NEW QUESTION # 27

Northern Trail (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Build to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could be using Automation Studio entirely.

Which three tasks would a consultant suggest for using Documentary Builder instead of Automation Studio?

Choose 3 Answers

- A. Processing zipped encrypted files containing subscriber data
- B. Setting behavior-based goals
- C. Designing decision logic via an ... user interface.
- D. Building simple segmented campaigns without SQL queries
- E. Creating customer segments from multiple data extensions

**Answer: B,C,D**

Explanation:

Explanation

Three tasks that a consultant would suggest for using Journey Builder instead of Automation Studio are:

Building simple segmented campaigns without SQL queries. Journey Builder allows marketers to create simple segmented campaigns using filters and rules without writing SQL queries. Automation Studio requires SQL queries for creating complex segments using data extensions.

Designing decision logic via an intuitive user interface. Journey Builder allows marketers to design decision logic using activities such as decision splits, engagement splits, or random splits via an intuitive user interface. Automation Studio requires scripting or coding for creating decision logic using activities such as script activities or verification activities.

Setting behavior-based goals. Journey Builder allows marketers to set behavior-based goals using criteria such as email opens, clicks, conversions, or custom events. Automation Studio does not have a feature for setting behavior-based goals.

Processing zipped encrypted files containing subscriber data is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as file transfer activities or import file activities that can handle zipped encrypted files. Creating customer segments from multiple data extensions is a task that a consultant would suggest for using Automation Studio instead of Journey Builder, as Automation Studio has activities such as query activities or filter activities that can create customer segments from multiple data extensions. References:

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### NEW QUESTION # 28

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