

Valid Salesforce Marketing-Cloud-Consultant Real Test, Marketing-Cloud-Consultant Exam Book



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The Salesforce Marketing-Cloud-Consultant exam consists of 60 multiple-choice questions that must be answered in 105 minutes. Marketing-Cloud-Consultant exam covers a range of topics, including email marketing, automation, data management, and campaign management. To pass the exam, individuals must achieve a score of 65% or higher. Marketing-Cloud-Consultant Exam can be taken online or in-person at a testing center.

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Salesforce Marketing-Cloud-Consultant (Salesforce Certified Marketing Cloud Consultant) Exam is a certification exam that validates an individual's expertise in marketing automation, email marketing, mobile marketing, social media advertising, and web personalization using the Salesforce Marketing Cloud platform. Marketing-Cloud-Consultant Exam is designed for professionals who are responsible for implementing, configuring, and optimizing the Marketing Cloud to drive customer engagement, increase ROI, and improve marketing performance.

Salesforce Certified Marketing Cloud Consultant Sample Questions (Q118-Q123):

NEW QUESTION # 118

A B2B customer has customized journeys they want to use for several key accounts they are trying to sell into. How could Marketing Cloud Connect be used to initiate these sends when contacts for select accounts are created?

- **A. Salesforce Data Entry Source on the Contact Object**
- B. Welcome Email Configuration on the Account Object
- C. Salesforce Data Entry Source on the Account Object
- D. Salesforce Campaign Entry Source on the Lead Object

Answer: A

Explanation:

Comprehensive and Detailed Explanation:

The correct answer is B - Salesforce Data Entry Source on the Contact Object.

* The Salesforce Data Entry Source allows you to trigger journeys based on new or updated Salesforce records.

* Since you are trying to trigger based on new contacts (and Contacts are tied to Accounts in B2B), you would configure the journey to listen for Contact creation or update events.

#Why others are wrong:

* A: Salesforce Campaign Entry Source is tied to Campaign Members, not Contacts.

* C: Salesforce Data Entry Source on Account Object isn't typically used to drive Contact-specific Journeys - Contacts should be the focus.

* D: Welcome Email Configuration is not relevant for Journey Builder - it's for basic email sends.

Exact Extract from Salesforce Official Documentation:

Salesforce Help - Salesforce Data Entry Source:

"Use Salesforce Data Entry Sources to start a journey when records on standard or custom Salesforce objects like Contacts, Leads, or Opportunities are created or updated." (Source:https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_entry_source.htm)

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NEW QUESTION # 119

A customer manually imports records for sending. Each record contains a warehouse ID that is shared between Marketing Cloud and a third-party system. The customer does not have developer resources, but wants to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber.

What should a consultant recommend?

- A. Use Dynamic Content rules to select a content area for each subscriber.
- B. Use personalization strings created by selecting the data extension.
- C. Use Guide Template Language created for each field in the data extension.
- **D. Use AMPscript variables created from each field in the data extension.**

Answer: D

Explanation:

Using personalization strings created by selecting the data extension can be used to include the warehouse ID in their tracking

parameters so that the third-party system can identify the subscriber. Personalization strings are placeholders that can be inserted into emails or landing pages to display information from data extensions or lists, such as subscriber attributes or custom fields. Personalization strings can also be used as tracking parameters in links or image tags. References:
https://help.salesforce.com/s/articleView?id=sf.mc_es_create_personalization_strings_by_selecting_a_data_exte

NEW QUESTION # 120

Northern Trail Outfitters wants to import new contacts gathered from an external web form. The entries are being collected at high frequency, potentially thousands per minutes. The data does not need to be immediately ingested into Marketing Cloud as it is used in a daily scheduled automation.

What Should be recommended?

- A. Push each new record into Marketing Cloud vis Platform Event API on form submit.
- **B. Recreate this external web form inside Marketing Cloud.**
- C. Perform a daily bulk export to SFTP for import via Automation.
- D. Create this as a Journey Data Source via Journey Builder.

Answer: B

NEW QUESTION # 121

A customer executes a large number of sends via Marketing Cloud Connect and is concerned about API Limits.

What should the consultant suggest to minimise the impact of Marketing Cloud Connect on daily API limits? Choose 2

- **A. Filter target audiences based on mapped profile attributes to reduce Bulk API calls**
- B. Upgrade the Marketing Cloud Account to ConnectedApp Authentication
- C. Use Data Stream to sync object data into a Data Extension in the Marketing Cloud
- **D. Share Sales Cloud user licenses across Marketing Cloud users**

Answer: A,D

NEW QUESTION # 122

Northern Trail Outfitters is looking to personalize their SMS Messages.

Which data source is supported to personalize messages?

- A. Population in Contact Builder
- **B. MobileConnect Demographics**
- C. Profile Attributes.
- D. Data Designer Attribute Group

Answer: B

Explanation:

Explanation

MobileConnect Demographics is a data source that is supported to personalize SMS messages. MobileConnect Demographics is a system-generated attribute group that contains information about mobile subscribers, such as phone number, locale, status, keyword, and source. This information can be used to insert personalization strings or AMPscript variables into SMS messages. References:

https://help.salesforce.com/s/articleView?id=sf.mc_moc_mobileconnect_demographics.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_moc_personalize_an_sms_message.htm&type=5

NEW QUESTION # 123

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