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QUESTION 1

Northern Trail Outfitters wants to implement a Welcome email. New subscribers signing up on their website should receive the email promptly. They are utilizing Marketing Cloud Connect to connect Sales Cloud and Marketing Cloud.

Which solution should capture the new subscribers?

- A. Smart Capture form on website
- B. Salesforce Triggered Sends
- C. File import to data extension
- D. Batch file dropped to SFTP

Correct Answer: B

QUESTION 2

Northern Trail Outfitters (NTO) is launching a new campaign, driving it to redesign its data structure. NTO needs to change the cardinality between two data extensions inside Contact Builder.

What are two consequences of this change? Choose 2 answers

- A. All filters created before will adapt automatically to the new cardinality.
- B. All scheduled sends using a filter based on one of the data extensions should be reviewed.
- C. A contact may NOT show up in the filter based on one of the data extensions.
- D. One of the data extensions must be deleted from the attribute group in order to change the cardinality.

Correct Answer: BC

QUESTION 3

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

Correct Answer: C

QUESTION 4

A consulting has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed.

Which import type should be used?

- A. Overwrite
- B. Add Only
- C. Add/Update
- D. Update Only

Correct Answer: C

QUESTION 5

Northern Trail Outfitters (NTO) is the holding company of three subsidiaries: Universal Containers, Ursa Major Solar, and Cloud Kicks. NTO recently purchased Marketing Cloud and has asked its consultant to recommend a scalable business unit (BU) hierarchy. They don't plan on executing any marketing campaigns on behalf of the NTO holding company, but NTO employees would like access to all subscribers and aggregate reporting. Additionally, each subsidiary business will be regularly running campaigns and should have their own branding, content, and subscribers.

Which solution should the consultant recommend?

- A. One parent BU and two child BUs with their own Sender Authentication Packages.
- B. One parent BU with three additional private domains.
- C. One parent BU and one child BU
- D. One parent BU and three child BUs with their own Sender Authentication Packages.

Correct Answer: D

QUESTION 6

Northern Trail Outfitters's marketing team is made up of a marketing manager, a communications specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.

What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Attribute Groups
- B. Publication Lists

C. Query Activities

D. Data Filters

Correct Answer: D

QUESTION 7

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilised to make this happen?

A. Publication Lists

B. Subscriber Keys

C. Profile Center

D. Send Logging

Correct Answer: A

QUESTION 8

What statements are correct regarding Attribute Groups?

Choose 2 answers

A. They link data extensions to subscriber lists.

B. They link data extensions to contacts.

C. They link data extensions to other data extensions.

D. They link subscriber lists to contacts.

Correct Answer: BC

QUESTION 9

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use?

A. Keyword opt in and SMS Messaging

B. Smart Capture and Triggered email messaging

C. CloudPages opt in to Event Journey

D. Existing Email Event Notification Subscription

Correct Answer: A

QUESTION 10

Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome journey. Which data setup should they use for decision splits?

- A. Journey Data queried from main data extension
- B. Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes
- C. Journey Data using CRM Report Import Activity to Salesforce Data Extension
- D. Contact Data using Synchronized Data Sources

Correct Answer: D

QUESTION 11

Northern Trail Outfitters (NTO) wants to send an email to all Contacts who have signed up for its newsletter, but have not joined its loyalty program. NTO has created a report in Sales Cloud which it will select using a Send Flow in Content Builder.

Which field name should be included in the report in addition to email address?

- A. Individual ID
- B. Contact ID
- C. CampaignMember ID
- D. External ID

Correct Answer: B

QUESTION 12

A customer wants to configure appointment reminders for patients in their clinic. The reminder should be sent day before the appointment date at 10 a.m and the appointment record should be updated in the patient was sent a reminder email.

What solution could be recommended?

- A. Create a journey with CRM data source triggered on the reminder data and use Journey Builder activities to send a reminder and update the record in Synchronized Data Extension.
- B. Create a journey with CRM date based entry source, and use journey Builder activates to send a reminder and

update the record in CRM.

C. Create a daily scheduled automation to refresh the audience, and use Automation Studio activities to send a reminder with AMPscript in the message to update the record in Synchronized Data Extension.

D. Create a daily scheduled automation to refresh the audience, and use Data Extension entry source for a journey with activates a reminder and updates the record in CRM.

Correct Answer: D

QUESTION 13

A data team wants to automate the sync of Unsubscribes from their enterprise account to their external CRM in one consolidated file. They need to find subscribers in their Marketing Cloud account and their unsubscribe data for child business units.

Which two data views would they use to achieve this? (Choose two.)

A. _Subscribers

B. _Complaint

C. _Unsubscribe

D. _BusinessUnitUnsubscribes

Correct Answer: CD

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

QUESTION 14

A customer wants to create a journey with the goal of making users activate their accounts within 72 h of registration. New account registrations are stored in a data extension via an API call with a Boolean field indicating whether the subscriber has activated their account. The journey should send activation reminder emails 24 and 48 h after creating an account. The user exits the journey if they activate their account.

Which activities should be included in the customer's journey?

A. 24 hour Wait > Decision Split > Send Email > 24 hour Wait > Decision Split > Send Email

B. Decision Split > 24 hour Wait > Send Email > Decision Split > 48 hour Wait > Send Email

C. 24 hour Wait > Decision Split > Send Email > 48 hour Wait > Decision Split > Send Email

D. Decision Split > 24 hour Wait > Send Email > Decision Split > 24 hour Wait > Send Email

Correct Answer: A

QUESTION 15

A customer wants to perform an email send to a subset of a Synchronized Data Extension filtered on custom object data and return tracking to the Sales Cloud.

What approach should the consultant recommend?

Choose 2 answers

- A. Use Data Stream to sync Sales Cloud objects to the Marketing Cloud.
- B. Use Data Filters or Query Activities to output a Sendable Salesforce Data Extension.
- C. Use Query Activities to create a Sendable Synchronized Data Extension.
- D. Use Data Filters to segment data to output a Sendable Data Extension

Correct Answer: AB

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