



VCE & PDF

PassApply.com

<https://www.passapply.com/marketing-cloud-consultant.html>

2024 Latest passapply MARKETING-CLOUD-CONSULTANT PDF and VCE
dumps Download

M ARKETING-CLOUD-CONSULTANT^{Q&As}

Salesforce Certified Marketing Cloud Consultant

**Pass Salesforce MARKETING-CLOUD-CONSULTANT
Exam with 100% Guarantee**

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.passapply.com/marketing-cloud-consultant.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce
Official Exam Center



VCE & PDF

PassApply.com

<https://www.passapply.com/marketing-cloud-consultant.html>

2024 Latest passapply MARKETING-CLOUD-CONSULTANT PDF and VCE
dumps Download

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers





QUESTION 1

Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information.

How Should they configure these data sources?

- A. Share data extensions from the top-level BU.
- B. Create a local copy of the product data in each BU.
- C. Use the File Transfer Activity to import data into each BU.
- D. Give users the Administrator Role so they can see all of the data.

Correct Answer: A

QUESTION 2

Northern Trail Outfitters has purchased a new Marketing Cloud account with two dedicated IP addresses.

One IP address will be used for commercial sends, while the other will be reserved for transactional messages.

Their customer base includes 1.5 million email addresses.

What should the consultant recommend?

- A. Suppress sends to AOL email addresses during the first two weeks of IP warming, then resume sending to them during the third week.
- B. Send to unengaged subscribers during the first two weeks of IP warming in order to give them the opportunity to interact.
- C. Focus on warming the IP address for commercial sends, because it is not necessary to warm an IP address used only for transactional sends.
- D. Split marketing campaigns over a number of days while migrating over smaller triggered campaigns during the warming period.

Correct Answer: D

QUESTION 3

What are data extension data retention policies?



- A. Settings to "soft" delete all data in a Data Extension so there is no data loss.
- B. Settings to control when a data extension creates a back-up of the data it contains.
- C. Settings to define when a data extension or the data within the data extension is deleted.
- D. Settings to prevent users from deleting a Data Extension created by another user.

Correct Answer: C

QUESTION 4

Northern Trail Outfitters has a customer login page on their website and wants to use Marketing Cloud to send an email to customers who need to reset their password. The email needs to be sent as quickly as possible. Their web server should receive a notification when the email is sent.

Which solution should they use?

- A. Triggered Send Definition
- B. Transactional Messaging API
- C. Multi-Step journey with an API Event entry source
- D. Single Send journey with an API Event entry source

Correct Answer: B

QUESTION 5

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to solicit customer service feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in Service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

- A. Use an Engagement Split to capture positive responses, and a Case Activity to create a new case in Service Cloud.
- B. Use Automation Studio to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud.
- C. Use an AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud.
- D. Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud.

Correct Answer: D



VCE & PDF

PassApply.com

<https://www.passapply.com/marketing-cloud-consultant.html>

2024 Latest passapply MARKETING-CLOUD-CONSULTANT PDF and VCE
dumps Download

[MARKETING-CLOUD-
CONSULTANT PDF Dumps](#)

[MARKETING-CLOUD-
CONSULTANT Practice
Test](#)

[MARKETING-CLOUD-
CONSULTANT Study Guide](#)