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QUESTION 1

A publishing company presented the following: A need to send renewal reminders to customers whose subscribers expire in 7 days and 15 days. A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical. The customer's expiration data is included in the data filter.

Which three components should the customer's solution include?

- A. Data Filter
- B. Template Based emails
- C. Suppression List
- D. Automation Studio
- E. Triggered Send

Correct Answer: ABD

QUESTION 2

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

QUESTION 3

A customer executes a large number of sends via Marketing Cloud connect and is concerned about API limits. What should the consultant suggest to minimize the impact of Marketing Cloud Connect on daily API limits? Choose Two

- A. Upgrade the MC account to ConnectedApp
- B. Turn off link details tracking
- C. Filter data



D. Turn off Individual Level Tracking

Correct Answer: AD

QUESTION 4

To fuel their expansion, Northern Trail Outfitters (NTO) recently acquired Eagle Outfitters (EO). There is currently a 30 percent overlap between the guests of each brand and they will be pursuing cross-marketing opportunities. It was recommended that their Marketing Cloud account now include a separate business unit for EO and the company secure a new sender authentication package for EO using the private domain e-EO.com.

Select the statement that correctly describes the implication of this recommendation.

Choose 2 answers

- A. The IP address included in the sender authentication package will have the same reputation as the ones being used for NTO.
- B. The EO business unit can also have the NTO authentication package applied simultaneously for cross-marketing emails.
- C. The private domain, e-EO.com, will be used for all link wrapping, image URLs, and landing page URLs.
- D. The e-EO.com domain will act as the from address for the emails and authenticate using SPF, SenderID, and DKIM authentication.
- E. The email headers for EO will still reflect the private domain for NTO since that is the parent company.

Correct Answer: CD

QUESTION 5

Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud. They want to ensure commercial emails are not sent to email addresses who have previously opted-out.

Which feature should they use?

- A. Exclusion Script
- B. Auto-suppression List
- C. Suppression List
- D. Exclusion List

Correct Answer: B

QUESTION 6



During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

1.

Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.

2.

Contact records will be augmented by relational data tables via Contact Builder.

3.

The customer data file will contain 5M records with 40+ attributes.

4.

One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.

5.

A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- A. Data extensions allow for add/update Import activity.
- B. Data extensions can store HTML code as an attribute.
- C. Data extensions support Customer ID to be used as Subscriber Key.
- D. Data extensions are necessary for Contact Builder

Correct Answer: D

QUESTION 7

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. All mobile app users will create additional Contacts in Marketing Cloud.
- B. User device data is unavailable in Contact Builder for up to 24 hours.
- C. Existing users will create additional Contacts in Marketing Cloud.
- D. Newly registered users will create additional Contacts in Marketing Cloud.



Correct Answer: D

QUESTION 8

Northern Trail Outfitters (NTO) send emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.

How could these auto-reply messages be enabled?

- A. From the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section and select the HTML email from the 'define email' link.
- B. Create a Triggered Send and on the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section, then select the Triggered Send email.
- C. Create a Triggered Send and from a Sender Profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the Triggered Send email.
- D. Open Admin > Account Setting page in Email Studio and in the 'Auto Reply Email' section, select 'Custom' and paste the HTML email code into the text area field.

Correct Answer: A

QUESTION 9

A consultant explains how a sending domain differs from a customer's primary domain. The customer is evaluating their options around configuring their domain.

Which two questions should their IT team be asked?

Choose 2 answers

- A. Can they provide access for Marketing Cloud to update the DNS records?
- B. Does their company allow delegation of subdomains to third parties?
- C. Will they be able to post Marketing Cloud-provided DNS files when self-hosting?
- D. Are they able to modify their domain configuration's DNS entries?

Correct Answer: BD

QUESTION 10

Northern Trail Outfitters wants to include the body of marketing email replies captured by Reply Mail Management (RMM) within auto-forwarded messages to their Customer Success team.



How could they accomplish this?

- A. Check the Include Replies as Attachments box in the RMM settings.
- B. Use RMM dynamic content blocks to render the email reply body.
- C. Query the RMM data view for the reply body and reference it from a data extension.
- D. Use RMM personalization strings to render the email reply body.

Correct Answer: D

QUESTION 11

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

Correct Answer: C

QUESTION 12

Northern Trail Outfitters (NTO) is running a campaign for a brand new type of footwear inside Journey Builder. The entry event: Prevents contacts from entering the journey if "shoes" is not selected in their preferences.

Is based on a data extension which has Email Address as Primary Key.

A few weeks after launching the campaign, NTO's data analyst noticed a reduced email volume and that some contacts inside the data extension updated their preferences after the launch of the campaign. Even with

the entry event being triggered every day, those contacts are not receiving the welcome emails.

What could be the reason?

- A. The preference center is too precise.
- B. Their account has deliverability issues.



- C. The contact fell below the High Water Mark.
- D. The entry event is triggered too often.

Correct Answer: C

QUESTION 13

A customer wants to capture and categorize email Not Sent events and begin identifying trends. They want to keep the data in Marketing Cloud and run queries against the dataset. The customer created a data extension to receive the information.

Which order of Automation Studio activities should be recommended?

- A. Data Extract with the Data Extension Extract type > File Transfer to Safehouse > File Transfer unzip > SQL Query
- B. SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File
- C. Data Extract with the Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File
- D. Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type

Correct Answer: C

QUESTION 14

Which data object should be used in conjunction with data extensions to create an opt- down strategy for customers?

- A. Profile attributes
- B. Preference attributes
- C. Publication Lists D. Preference Lists

Correct Answer: C

QUESTION 15

A customer needs to compare the engagement across three creative versions, and then send a follow-up email for those contacts who did not engage with any of the test versions.

Which sequence of activities would best accomplish this?

- A. Engagement Split > Send email > Wait > Random Split > Send email
- B. Random Split > Send email > Join > Decision Split > Wait > Send email
- C. Random Split > Send email > Wait > Engagement Split > Join > Send email
- D. Decision Split > Send email > Engagement Split > Send email



Correct Answer: C

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