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QUESTION 1

Northern Trail Outfitters receives data from their point-of-sale system every night. The file is placed on their Enhanced FTP, but there is not a consistent time or naming convention for the file.

In which two ways should they set up their automation to import the data from the file on a nightly basis? (Choose 2 answers)

- A. %%BASEFILENAME_FROM_TRIGGER%%
- B. %%BASEFILENAME_FROM_FILEDROP%%
- C. Scheduled Starting Source
- D. File Drop Starting Source

Correct Answer: BD

QUESTION 2

Northern Trail Outfitters (NTO) needs to provide an IT staff member with access to Marketing Cloud. The staff member needs to perform the following tasks:

1.
Maintain NTO's master suppression list

2.
Configure data relationships

3.
Create new subscriber attributes

Which role should be assigned to the IT staff member?

- A. Analyst
- B. Data Manager
- C. Administrator
- D. Content Creator

Correct Answer: B

QUESTION 3

A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history. That database only updates once a day where new records can be created and merged. The database uses an "Email ID," which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.

What key issue should be addressed? Choose 3 answers

- A. How will Marketing Cloud and the database sync up?
- B. Will new users have an "Email ID"?
- C. What will be used as the Subscriber Key?
- D. What publication lists will be used?
- E. Will the company need a custom preference center?

Correct Answer: ABC

QUESTION 4

Northern Trail Outfitters and its subsidiaries use Sales Cloud and Marketing Cloud to send customers frequent email communications of new products and updates on their portfolios. They have noticed the messages and branding being sent varies greatly and would like to create a better customer experience.

What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

- A. Distributed Marketing
- B. Einstein Content Selection
- C. Marketing Cloud Connect
- D. Distributed Sending

Correct Answer: A

QUESTION 5

Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for social advertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time via API. They want to configure their customer data for longterm cleanliness and maintainability.

Which two best practices should be utilized? (Choose 2 answers)

- A. Configure Contact Builder to automatically generate a unique subscriber key.
- B. Define the subscriber key as a unique value that does not relate to a specific channel.

C. Regularly merge duplicate contacts to keep tracking data accurately.

D. When using an external database of record, utilize that system's identifier as the contact key.

Correct Answer: BD

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