

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.pass2lead.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

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



QUESTION 1

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

- A. Use a web-safe font for text that closely matches the brand's custom font.
- B. Build an email as one image, with all text saved in the brand font.
- C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- D. Build an email using multiple images, with all text saved in the brand font.

Correct Answer: A

QUESTION 2

A large retail group consists of a corporate team and several divisions operating under different brand names. All plan to share one Marketing Cloud account. Each brand has its own marketing department and operates independently, with its own creative assets, subscribers, and data structure.

What are the two reasons why the recommended account configuration is one corporate Parent account, with each brand configured as a separate child Business Unit? Choose 2 answers

- A. Email sends can be separated into Tracking folders for each brand.
- B. User roles can be customized to allow or deny specific permissions.
- C. Subscribers can be maintained at the Business Unit level.
- D. Brands can set their own physical address and SAP.

Correct Answer: CD

QUESTION 3

A company is hosting a series of events and wants its customers who register to enter into a journey. Which two methods are viable configurations for entry? Choose 2 answers

- A. A form hosted on the company website that fires the entry event via REST API.
- B. A Smart Capture form hosted in CloudPages that updates a Profile attribute.
- C. A Smart Capture form hosted in CloudPages that populates the entry source.
- D. A form hosted on the company website that fires the entry event via SOAP API.

Correct Answer: CD

QUESTION 4

In which two ways can Contact Builder be used to affect data stored on a data extension? Choose 2 answers

- A. Reconcile contact data on multiple Contact IDs
- B. Add a single record to a data extension
- C. Export data from a data extension to any SFTP location
- D. Clear the data from a data extension

Correct Answer: AC

QUESTION 5

Northern Trail Outfitters wants to query Marketing Cloud for send data across SMS, Push, and email. What would a consultant recommend?

- A. Contact History
- B. Send Logs
- C. Tracking Extracts
- D. _Send Data Views

Correct Answer: B

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

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

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