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QUESTION 1

Which three statements are correct about Data Designer? Choose 3 answers

- A. Each attributes group can contain multiple data extensions, and each data extension can include multiple attributes.
- B. Data extensions can be linked to either the contact record or different data extensions, including data extensions from other attributes groups.
- C. Each attributes group contains one data extension, and each data extension can include up to 50 attributes.
- D. Data extensions should be linked directly to be contact record prior to being linked to different data extensions.
- E. Each attribute group can contain multiple lists, and each list can include multiple attributes.

Correct Answer: ABD

QUESTION 2

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

QUESTION 3

An analytics team wants to get hourly updates on email metrics (send, open, click) to provide timely next best actions to the sales team.

What method should the team use?

- A. Send Logs
- B. Data views
- C. Tracking Extracts

D. Scheduled Reports

Correct Answer: D

QUESTION 4

Northern Trail Outfitters wants to use Marketing Cloud to send notifications to customers when their orders are ready for in-store pickup. The notifications can be either SMS or email depending on their communications preference.

How should the consultant set this up?

- A. Create an Outbound Message in MobileConnect with AMPscript in body to trigger an email confirmation as a fallback.
- B. Journey Builder Transactional Send Journey.
- C. Automation with a Send SMS and Send Email activity in separate consecutive steps.
- D. Journey Builder multi-step journey with an API entry event and a decision split.

Correct Answer: B

QUESTION 5

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys.

Which two Marketing Cloud features will support this effort?

Choose 2 answers

- A. Data Designer
- B. Cloud Pages
- C. Web Analytics Connector
- D. Content Builder

Correct Answer: CD

QUESTION 6

Which two statements are accurate regarding segmentation options in Marketing Cloud? Choose 2 answers

- A. A data extension can be updated using a query activity.
- B. A random data extension can be updated with a filter activity.
- C. A data filter can be automated with a filter activity.

D. A filtered data extension can be populated with a filter activity.

Correct Answer: BC

QUESTION 7

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a '\\Loyalty Member\\' Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

- A. Create a scheduled Automation with a Query Activity and a Send Email Activity
- B. Use Content Builder Send Flow to send the email to the Salesforce Campaign
- C. Create a Journey with a Salesforce Campaign entry source and an Email Activity
- D. Create a Journey with a Salesforce Data entry source and an Email Activity

Correct Answer: C

QUESTION 8

What are two possible outcomes when "Multipart MIME" is selected during the send process? Choose 2 answers

- A. An auto-generated text version will be sent with your HTML email.
- B. A custom text version will be sent with your HTML email.
- C. The email will avoid detecting by various SPAM filters.
- D. Open and click activity are tracked in either version.

Correct Answer: AD

QUESTION 9

Northern Trail Outfitters wants to integrate Marketing Cloud with its existing point-of-sale system in order in email purchase receipt to its customers. The point-of-sale data will need to be transformed to be received by the Marketing Cloud triggered send API.

What extension product should be used to accomplish this integration?

- A. MuleSoft Anypoint Platform
- B. Datorama
- C. Data Connector

D. Data Studio

Correct Answer: A

QUESTION 10

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 11

Which three statements about Send Log Data is correct?

- A. Uses Measures, filters and programs
- B. Accessed using query
- C. Can be viewed in standard report
- D. Can be stored for periods of time
- E. Added to a standard view

Correct Answer: ABD

QUESTION 12

An online retailer would like to utilize Journey Builder interactions for sending post- purchase communications to their customers.

What Contact Entry mode best fits this scenario?

- A. No re-entry
- B. Re-entry anytime
- C. Re-entry only after existing

D. Re-entry after time

Correct Answer: C

QUESTION 13

Northern Trail Outfitters (NTO) plans to use Contact Builder to increase the scope of customer information they can see in an effort to establish more effective 1:1 relationships. NTO has a separate instance of Salesforce Sales Cloud that serves as their current customer master database.

What action should be taken when using Contact Builder? Choose 2 answers

- A. Conduct manual imports of customer information from Sales Cloud.
- B. Create a data extension to incorporate the imported data from a Salesforce Dashboard.
- C. Combine each individual's channel contact information under one record.
- D. Use Marketing Cloud Connect to include data from Sales Cloud.

Correct Answer: CD

QUESTION 14

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and NotSent, to ensure they are fulfilling a legal object due to the nature of their messages.

What method should be suggested in this scenario?

- A. Platform Events API
- B. Data View Export with every send
- C. Data Retrieves on the Send Object
- D. Event Notification Service

Correct Answer: D

QUESTION 15

An online retail customer needs daily promotional email content to generate with minimal time spent on creation. Their service contract includes building a custom dynamic template for this purpose. The customer has communicated the following:

1.

The email content will highlight new inventory each day.

2.

A small team will run both their digital marketing operations and their email program.

3.

A user needs to build, test, and send a daily email in less than an hour.

4.

Images for the emails will be hosted on their website CMS.

Which question is relevant to identify strategies for designing the custom template for the customer's daily promotional email? Choose 3 answers

- A. Will image URLs be available publicly?
- B. How often will the layout of the content in a content area change?
- C. What is the maximum file size of the images being used?
- D. How often will email content be image-only with text overlaying images?
- E. What from name will be used for these emails?

Correct Answer: ABC

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