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Vendor:Salesforce

Exam Code:MARKETING-CLOUD-CONSULTANT

Exam Name:Salesforce Certified Marketing Cloud
Consultant

Version:Demo

QUESTION 1

Northern Trail Outfitters wants to send special discount offer to engaged customers on their email list. What should be resolved prior to generating the audience?

- A. What the offer will be
- B. When to send the email
- C. Who the offer come from
- D. How to determine engagement

Correct Answer: A

QUESTION 2

Northern Trail Outfitters (NTO):

1.

Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.

2.

Prefers not to use custom roles unless it is absolutely necessary.

3.

Email Specialist resides in multiple business units.

Using best practices, how should a consultant create and assign roles for NTO?

- A. Create a custom Email Specialist role with needed permissions and assign it to the Email Specialists.
- B. Alter the roles of Content Creator and Data Manager by denying permissions and then assign the roles to the \\' Email Specialists.
- C. Check "Allow" automation permissions for the Content Creator Role and assign it to the Business Units.
- D. Check "Allow" automation permissions for the Content Creator Role and assign it to the Email Specialists

Correct Answer: D

QUESTION 3

A customer wants to send an email from Sales Cloud on behalf of the record owner.

How should the consultant meet this requirement?

Choose 2 answers

- A. Use the Organization-Wide Email address.
- B. Use a custom Delivery Profile.
- C. Use a custom Send Classification.
- D. Use the Send From Record Owner option

Correct Answer: CD

QUESTION 4

A customer has a business requirement to exclude email addresses of certain contacts in their loyalty program from the sends with several sender profiles. These contacts are dynamically identified with the help of the SQL query on a daily basis.

What solution should be recommended to automate exclusion of the identified email addresses from all future sends that use specific sender profiles?

- A. Publication list
- B. Exclusion data extension
- C. Auto-suppression list
- D. Suppression list

Correct Answer: C

QUESTION 5

A customer has curated a list of known email addresses belonging to competitors. They want to ensure none of these competitors receive their emails.

What should a consultant recommend?

- A. Create an auto-suppression list populated with the known email addresses.
- B. Create an exclusion list with the known email addresses.
- C. Populate a list using a query to exclude the subscriber key.
- D. Create an auto-suppression list populated with subscriber keys.

Correct Answer: B

QUESTION 6

Customer Event:

1.

gather data through a tablet-based webform as part of a raffle into a data extension.

2.

Winner is randomly selected.

3.

After the event, an email should be sent to the participants to gather opt ins for marketing emails.

Define 2 things necessary:

A. data extension with opt in status

B. Send email activity which contains a link to subscription center

C. WebCollect

D. SmartCapture

Correct Answer: BD

QUESTION 7

Why would a contact fail to enter a Journey Builder interaction? Choose 3 answers

A. The interaction allows re-entry only after exiting, and the contact already exists.

B. The contact falls below the High Water Mark.

C. The interaction has an A/B/n split, and the contact does not meet the criteria.

D. The entry event was not fired via Automation Studio.

E. The contact did not meet the entry criteria.

Correct Answer: ABE

QUESTION 8

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make? Choose 2 answers

A. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.

B. The consultant should enable deep linking in the Marketing Cloud Connect configuration.

- C. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
- D. The consultant should enable the Create Email feature on the user Profile in Sales Cloud.

Correct Answer: AB

QUESTION 9

Northern Trail Outfitters has configured Reply Mail Management to handle manual unsubscribe requests. However, they have received complaints from customers who are still getting marketing emails despite having sent multiple unsubscribe replies including phrases like "take me off your list" or "opt out".

How could this behavior be corrected?

- A. Ensure "Common Misspellings" is selected as one of the Reply Filters
- B. Ensure the DNS Record Redirect is correctly configured
- C. Ensure the two phrases are added to a filtered keyword list
- D. Ensure the two phrases are added to the "Filtered Keywords" data extension

Correct Answer: D

QUESTION 10

Northern Trail Outfitters maintains their primary customer identity in their ERP system but manages their customer service via Service Cloud. Customer data is updated in real-time based on changes in the ERP, and the ERP customer ID serves as the Customer Key. They want to leverage Synchronized Data Extensions to import data about cases from Service Cloud every 15 minutes.

What consideration should be made before implementing this solution?

- A. Moving to use the email address as the contact key would simplify the integration since it is common to both systems.
- B. Marketing Cloud will deduplicate customers based on their email address, meaning some customers may be overwritten or not receive email.
- C. The number of contacts added to the instance will be approximately twice as large by using this integration pattern.
- D. They will have to migrate to use Service Cloud IDs, such as the Contact ID, as the contact key instead of ERP IDs.

Correct Answer: D

QUESTION 11

A marketer at Northern Trail Outfitters (NTO) wants to send important updates to customers about products they have previously purchased. The marketer has little experience with coding. Also, the information is spread across multiple data extensions and is imported nightly from NTO's e-commerce platform - Contacts, Orders, Order Items, and Products.

Which design should a consultant recommend for segmentation?

- A. Combine the data outside of Marketing Cloud and upload it into a Sendable Data Extension.
- B. Establish data relationships and create Data Filters for the marketer to modify.
- C. Create SQL Query Activities for the marketer to modify.
- D. Link the data extensions in an Attribute Group.

Correct Answer: B

QUESTION 12

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