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QUESTION 1

What are the similarities between Automation Studio and Journey Builder?

- A. Have duration plus wait activity
- B. Ability to define an email send
- C. Fire an event from Automation Studio to Journey Builder

Correct Answer: C

QUESTION 2

A customer has an email newsletter to send out, but wants to deliver it with a targeted message for customers within a specified age range. These data have been defined in attributes from a sign-up landing page.

How should the customer individualize the email content?

- A. Personalization Strings
- B. Substitution Strings
- C. Dynamic Content Areas
- D. Guide Template Language

Correct Answer: C

QUESTION 3

What are two ways Contact builder can alter the data in Data Extensions?

- A. Add Single Record
- B. Extract Data
- C. Clear Records

Correct Answer: AC

QUESTION 4

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 Subscriber Key?
- D. What publication lists will be used?
- E. Will the company need a custom preference center?

Correct Answer: ABC

QUESTION 5

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following:

1.

They currently have 3 million customers.

2.

They email customers twice a week with no known deliverability issues.

3.

Their contract includes one Sender Authentication Package (SAP).

What response articulates proper IP warming?

Choose 2 answers

- A. IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers.
- B. IP ramp-up can be accelerated by migrating to pre-warmed IP addresses.
- C. IP ramp-up is important to establish a positive sender reputation.
- D. IP ramp-up can be bypassed, given their historical lack of deliverability issues.

Correct Answer: AC

**QUESTION 6**

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilised to make this happen?

- A. Publication Lists
- B. Subscriber Keys
- C. Profile Center
- D. Send Logging

Correct Answer: A

QUESTION 7

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 8

NTO wants not only to send to their best customers, but also those most likely to buy.

What data will be helpful to send out an email which increases purchase frequency? Choose All that apply

- A. last purchase date
- B. proximity to store
- C. lifetime purchase value
- D. conversion rate

Correct Answer: ACD

**QUESTION 9**

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign.

What hierarchy should be recommended?

- A. One parent business unit and a child business unit for franchise owners.
- B. One parent business unit and a child business unit for each franchise owners
- C. One business unit.
- D. A parent business unit for each franchise owner

Correct Answer: A

QUESTION 10

Northern Trail Outfitters is looking to personalize their SMS Messages.

Which data source is supported to personalize messages?

- A. Population in Contact Builder
- B. MobileConnect Demographics
- C. Data Designer Attribute Group
- D. Profile Attributes.

Correct Answer: B

QUESTION 11

A customer has a robust Sales Cloud org with several custom objects. Historically, they have created complex reports, referencing many custom objects, to target subscribers and exported them to another email system for deployment. With the implementation of Marketing Cloud Connect, the customer wants to simplify the sending process using Marketing Cloud with as little additional setup as possible.

What should a consultant recommend to meet this criteria?

- A. Continue to build reports in Sales Cloud and import it to Marketing Cloud for sending.
- B. Create a Journey and use Salesforce Data and the Reports object as the Entry Source.
- C. Sync all custom objects to Marketing Cloud and recreate the reports for sending.
- D. Continue to build reports in Sales Cloud and select the reports in Marketing Cloud.



Correct Answer: A

QUESTION 12

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Subscriber Key
- B. Contact ID
- C. Member Record
- D. Data Extensions

Correct Answer: A

QUESTION 13

Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

1.
Number of Sends
2.
Delivery Rate
3.
Overall Bounce Rate
4.
Block Bounce Rate
5.
Open Rate
6.
Click Rate
7.
Complaint Rate



8.

Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A. Campaign Email Tracking Report
- B. Email Performance Over Time Report
- C. Email Send Report
- D. Account Send Summary Report

Correct Answer: A

QUESTION 14

A marketer want to personalize an email with real-time weather information from the Sunny Sky API.

What tool should be used to parse and display the response within the email?

- A. Node.JS
- B. Apex
- C. SSJS
- D. GTL

Correct Answer: A

QUESTION 15

A retail company needs to create journeys that will target subscribers based on website behavior. They have identified three separate groups:

1.
Customer who searched for an item on their website
2.
Customers who abandoned a cart on their website
3.
Customers who made a purchase on their website

Which three questions should the consultant ask in order to design the data structure to this solution?



Choose 3 answers:

- A. Should customers exit the journey when the goal is met?
- B. How are the subscribers identified in your web analytics?
- C. How many messages should be included in each journey?
- D. Should a single customer exist in multiple journeys at the same time?
- E. How long after the behavior occurs will a subscriber need to enter a journey?

Correct Answer: BDE

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