

## Salesforce.Marketing-Cloud-Consultant.v2022-04-14.q122

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### NEW QUESTION: 1

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:

- \* Number of Sends
- \* Delivery Rate
- \* Overall Bounce Rate
- \* Block Bounce Rate
- \* Open Rate
- \* Click Rate
- \* Complaint Rate
- \* Unsubscribe Rate

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

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

**Answer: A** ([LEAVE A REPLY](#))

### NEW QUESTION: 2

How do you use data designer to link the web analytics data to your subscriber data?

**Answer:**

Use a marketing cloud data extension

### NEW QUESTION: 3

A customer provides a file containing only new and updated subscriber records exported from its marketing database.

\* The file will be uploaded to the customer's Enhanced FTP automatically at 3AM daily.

\* The customer requires that the import completes prior to 4AM.

\* On average, the file will contain about 2 million rows of data each day.

Based on the customer's requirements and recommended best practices, how should the daily file be imported?

- A. Import the file to a list, using the 'add and update' method.
- B. Import the file to a list, using the 'update only' method.
- C. Import the file to a data extension, using the 'add and update' method.
- D. Import the file to a data extension, using the 'overwrite' method.

**Answer: C ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 4**

what storage model should be used if a subscriber has more than one value for an attribute?

- A. Lists
- B. Publication Lists
- C. Data Extensions
- D. Profile Attribute

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 5**

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. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- C. Build an email using multiple images, with all text saved in the brand font.
- D. Build an email as one image, with all text saved in the brand font.

**Answer: A ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 6**

What is the capability of the Import within Contact Builder? (Choose two.)

- A. The target destination can be a DE, list, or All Contacts for Mobile Push or Connect.
- B. The data source can be a local file, data filter, or file on any FTP.
- C. Like the Import Wizard, the Contact Builder import definition can be executed without saving.
- D. In order to use Map by Header Row, the fields in the DE and file must match exactly.

**Answer: ([SHOW ANSWER](#))**

A data source cannot be a data filter so answer A is not right.

#### **NEW QUESTION: 7**

ABC Company wants to better understand subscriber behavior on their website upon arrival via an email message. A local member of a Marketing Cloud user group mentioned the Web Analytics Connector.

Which benefit is offered by installing the Web Analytics Connector in a Marketing Cloud account? (Choose three.)

- A. Recognize web traffic as originating from email instead of another channel.
- B. Track web activity from a click on an email URL back to a specific email campaign.
- C. Match subscribers to web activity by passing Subscriber ID through email links.
- D. Use the web analytics platform to trigger behavioral remarketing emails.
- E. Pass web conversion data back into Marketing Cloud for use in email reporting.

**Answer: ([SHOW ANSWER](#))**

Explanation/Reference:

### **NEW QUESTION: 8**

Why would a contact fail to enter a Journey Builder interaction?

Choose 3 answers

- A. The contact falls below the High Water Mark.
- B. The entry event was not fired via Automation Studio.
- C. The contact did not meet the entry criteria.
- D. The interaction has an A/B/n split, and the contact does not meet the criteria.
- E. The interaction allows re-entry only after exiting, and the contact already exists.

**Answer: ([SHOW ANSWER](#))**

### **NEW QUESTION: 9**

Northern Trails Outfitters has a contact count of nearly 10 million records. They have noticed slower processing times when sending using Journey Builder.

Which two actions could they take to optimize Journey performance? (Choose 2 answers)

- A. Create a prefiltered, sendable copy of data extensions for each journey instead of using the same entry source.
- B. Use Data Extension Entry Sources with Filters applied to perform segmentation activities for Journey Builder.
- C. Perform large-scale segmentation in Automation Studio before admitting contacts into Journey Builder.
- D. Include data for decision splits in Attribute Groups in Contact Builder, use contact data rather than journey data.

**Answer: ([SHOW ANSWER](#))**

### **NEW QUESTION: 10**

Northern Trail Outfitters wants to integrate Marketing Cloud with its existing point-of-sale system in order to include 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. Datorama
- B. Data Studio
- C. MuleSoft Anypoint Platform
- D. Data Connector

**Answer: B (LEAVE A REPLY)**

### NEW QUESTION: 11

Northern Trail Outfitters (NTO):

- \* Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.
- \* Prefers not to use custom roles unless it is absolutely necessary.
- \* Email Specialist resides in multiple business units.

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

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

**Answer: C (LEAVE A REPLY)**

### NEW QUESTION: 12

A customer has an eCommerce site and Imports data into three data extensions daily; 'Orders', 'Order\_Details' and 'Products' the data extension contains the following information:

- \* Orders: OrderId, CustomerId, OrderNumber, OrderDate, OrderTotal, GrandTotal
- \* Order\_Details: ProductId, OrderId, Qty, UnitPrice, ExtendedPrice, Discount
- \* Products: ProductId, SKU, Name, Description, Cost, Price

What two actions should be taken in Data Designer?

- A. Create a one-to-one relationship between the contact record and Order\_Details
- B. Create a one-to-many relationship between Orders and Order\_Details
- C. Create a one-to-one relationship between Order\_Details and Products
- D. Create a one-to-one relationship between Orders and order\_Details

**Answer: A,C (LEAVE A REPLY)**

### NEW QUESTION: 13

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

**Answer: D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 14**

Northern Trail Outfitters (NTO) send emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.

How could these auto-reply messages be enabled?

- A. Open Admin > Account Setting page in Email Studio and in the 'Auto Reply Email' section, select 'Custom' and paste the HTML email code into the text area field.
- B. Create a Triggered Send and from a Sender Profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the Triggered Send email.
- C. From the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section and select the HTML email from the 'define email' link.
- D. Create a Triggered Send and on the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section, then select the Triggered Send email.

**Answer: C ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 15**

A customer needs to import data from an SFTP site. The customer wants to:

- \* Segment the contents of the file and then send emails.
- \* Transfer the file to the SFTP site at various times daily.
- \* Send to data extensions.

What sequence of automation activities should meet these requirements?

- A. File Drop: Import File > Group Refresh > Send Email(s)
- B. Scheduled: Import File > SQL Query(s) > Send Email(s)
- C. File Drop: Import File > SQL Query(s) > Send Email(s)
- D. Scheduled: Transfer File > Import File > SQL Query(s) > Send Email(s)

**Answer: C ([LEAVE A REPLY](#))**

Explanation/Reference:

#### **NEW QUESTION: 16**

A customer executes a large number of sends via Marketing Cloud connect and is concerned about API limits.

What should the consultant suggest to minimize the impact of Marketing Cloud Connect on daily API limits?

Choose Two

- A. Filter data
- B. Upgrade the MC account to ConnectedApp
- C. Turn off Individual Level Tracking
- D. Turn off link details tracking

**Answer:** ([SHOW ANSWER](#))

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#### **NEW QUESTION: 17**

Northern Trail Outfitters has several business units (BU) and each BU uses specific data extensions, like Product Information.

How Should they configure these data sources?

- A. Share data extensions from the top-level BU.
- B. Create a local copy of the product data in each BU.
- C. Use the File Transfer Activity to import data into each BU.
- D. Give users the Administrator Role so they can see all of the data.

**Answer:** D ([LEAVE A REPLY](#))

#### **NEW QUESTION: 18**

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take to create Send Classifications? Choose 2 answers

- A. Define a Subscriber-specific From Name
- B. Define custom Reply Mail Management
- C. Define a Delivery Profile
- D. Define a Sender Profile

**Answer:** C,D ([LEAVE A REPLY](#))

**NEW QUESTION: 19**

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 Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud.
- D.** Use an AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud.

**Answer: A** ([LEAVE A REPLY](#))

**NEW QUESTION: 20**

Which three statements are correct regarding the automation tools in Marketing Cloud?

Choose 3 answers

- A.** Automation Studio and Journey Builder allow users to define the parameters of a send within the tool.
- B.** Journey Builder allows users to inject Contacts from a data extension which is updated by Automation Studio.
- C.** Journey Builder allows users to update a contact record in a journey or import data into a data extension.
- D.** Automation Studio and Journey Builder allow users to repeat an interaction indefinitely.
- E.** Automation Studio and Journey Builder allow users to define a wait activity based on duration.

**Answer: A,B,D** ([LEAVE A REPLY](#))

**NEW QUESTION: 21**

A customer has an eCommerce site and Imports data into three data extensions daily; 'Orders', 'Order\_Details' and 'Products' the data extension contains the following information:

\* Orders: OrderId, CustomerId, OrderNumber, OrderDate, OrderTotal, GrandTotal

\* Order\_Details: ProductId, OrderId, Qty, UnitPrice, ExtendedPrice, Discount

\* Products: ProductId, SKU, Name, Description, Cost, Price

What two actions should be taken in Data Designer?

- A.** Create a one-to-one relationship between the contact record and Order\_Details
- B.** Create a one-to-one relationship between Orders and order\_Details
- C.** Create a one-to-one relationship between Order\_Details and Products
- D.** Create a one-to-many relationship between Orders and Order\_Details

**Answer: C,D** ([LEAVE A REPLY](#))

**NEW QUESTION: 22**

Northern Trail Outfitters wants to encourage customers who made a purchase on their website without leaving a review to come back and review their purchase. They want to use Journey Builder to automatically inject contacts who meet these criteria into a Journey.

What product should be recommended?

- A. Web Analytics Connector
- B. Data Studio
- C. Audience Studio
- D. Google Analytics 360

**Answer: B** ([LEAVE A REPLY](#))

**NEW QUESTION: 23**

Which two statements about a database of record are correct? (Choose two.)

- A. A database of record is system in which subscriber's status is maintained.
- B. A database of record is a centralized storage repository of data about objects or people.
- C. A database of record is a data structure in which multiple opt-in statuses can be stored for a subscriber.
- D. A database of record is any database that contains subscriber data.

**Answer: A,B** ([LEAVE A REPLY](#))

**NEW QUESTION: 24**

What are the similarities between Automation Studio and Journey Builder?

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

**Answer: A** ([LEAVE A REPLY](#))

**NEW QUESTION: 25**

A customer wants to automate the send of a monthly promotional email. The customer will upload an audience file to their account's Enhanced SFTP on a monthly basis on the 15th day of each month, expecting the email to be deployed upon completion of the import activity. However, if the 15th of the month falls on a Saturday or Sunday, the customer will provide the file on the Friday prior to the 15th and expect the promotional email to be sent on that Friday.

Which method should be used to automate their monthly promotional email?

- A. Create a scheduled daily automation which includes an Import File Activity and Send Email Activity.
- B. Create a file drop automation which includes an Import File Activity and Send Email Activity.
- C. Create a scheduled monthly automation which includes an Import File Activity and triggered send.
- D. Create a file drop automation which includes an Import File Activity and triggered send.

**Answer: B (LEAVE A REPLY)**

Explanation

Explanation:

Since Time is not fixed, its triggered Automation and User Initiated. Triggered send is used for transactional message.

**NEW QUESTION: 26**

An entertainment customer has added a new business unit for one of its record labels. It has also purchased a Sender Authentication Package (SAP) and owns the branded domain.

What is necessary to complete SAP setup?

- A. Route the domain through an IP address unique to the business unit.
- B. Delegate a specific subdomain to the Marketing Cloud name servers.
- C. Configure custom Reply Mail Management for the business unit's subdomain.
- D. Configure link wrapping to redirect to the business unit's subdomain.

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 27**

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should be consultant recommend? Choose 2 answers

- A. Use Data Designer to link student and alumni data to the contact record.
- B. Use Synchronized Data Sources to obtain data from Sales Cloud.
- C. Create list attribute to store student data from Sales Cloud.
- D. Create an Import Activity to import alumni data into Salesforce Report.

**Answer: A,B (LEAVE A REPLY)**

**NEW QUESTION: 28**

A pharmaceutical company is hosting a monthly event and will be sending an invitation to new local contacts.

The customer would like to automatically update a data extension to determine who will be attending.

\*The data extension will hold each contact's response as well as the time stamp of the click.

\*The contact will receive an email two days after the click event.

\*Both emails should be sent via Journey Builder.

What is the optimal solution to record the click activity prior to sending the second email?

- A. Use a landing page to record the click and trigger an email.
- B. Leverage the Engagement Split and the Update Contact Activity.
- C. Leverage the Decision Split and create a Custom Activity.
- D. Use a landing page to record the click in the data extension.

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 29**

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- A. Use Data Designer in Contact Builder to relate the two data extensions.
- B. Utilize Entry Data on a Decision Split within Journey Builder.
- C. Configure activities within Automation Studio to update the purchase data.
- D. Create a Data Relationship in Email Studio to relate the two data extensions.

**Answer: B,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 30**

Which two statements are correct about Send Logging? Choose 2 answers

- A. SQL Query Activities can reference Send Logs in combination with system data views.
- B. Send Log data extensions are archived automatically based on retention settings.
- C. AMPscript can be used to pull data from Send Logs for use within emails.
- D. A business unit can support up to three Send Logs.

**Answer: A,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 31**

As part of their brand guidelines, 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 practices 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. Build an email using multiple images, with all text saved in the brand font.
- D. Edit an email's HTML to list the custom brand font in the style tag's font-family property.

**Answer: A ([LEAVE A REPLY](#))**

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**NEW QUESTION: 32**

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni information, is stored in external systems.

Which two actions should the Consultant recommend? (Choose two.)

- A. Create an Import Activity to import alumni data into Salesforce Report.
- B. Use Synchronized Data Sources to obtain data from the Sales Cloud.
- C. Create list attributes to store student data from the Sales Cloud.
- D. Use Data Designer to link student and alumni data to the contact record.

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 33**

Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment.

Which process should the consultant utilize for a reliable send method?

- A. Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event
- B. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow
- C. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
- D. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send

**Answer:** B ([LEAVE A REPLY](#))

**NEW QUESTION: 34**

ABC Company needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A user-initiated message to send an email to customers who made a purchase daily.
- B. A triggered message to send an email as soon as a customer completes a purchase.
- C. A scheduled automation to send emails to customers who made a purchase daily.
- D. A triggered automation to send emails to customers who have made a purchase.

**Answer:** ([SHOW ANSWER](#))

Transactional message (Order confirmation) requires triggered message.

**NEW QUESTION: 35**

A bank wants to send out a series of emails to new customers that open a checking or savings account. The emails will be used to educate and inform customers regarding their current account and other bank offerings.

Data for the campaign will be in two data extensions: Customer and New Accounts. The Customer data extension is currently used for multiple campaigns and is updated at 1:00 a.m. The New Accounts data is encrypted and will be placed on the FTP at 10:00 p.m.

Which automated workflow meets the customers' requirements?

- A.** A scheduled automation that starts at 2:00 a.m. that executes Data Extract Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.
- B.** A triggered automation that executes File Transfer Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.
- C.** A scheduled automation that starts at 2:00 a.m. that executes File Transfer Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.
- D.** A scheduled automation that starts at 12:00 a.m. and executes a File Transfer Activity, Import Activity, Query Activities, Wait Activity, and Send Email Activity.

**Answer: C (LEAVE A REPLY)**

Should start after 1:00 AM after data update. Since its encrypted so File transfer is required.

#### **NEW QUESTION: 36**

A company collects subscriptions on its website. It does the following:

- \* Compiles that subscription list in a database in the website Content Management System (CMS).
- \* Posts this encrypted list to Marketing Cloud nightly at 11 p.m.
- \* Uses Marketing Cloud as the database of record.
- \* Sends up to five emails a week based on subscriber engagement with prior sends.

Which automation sequence (excluding waits) should cover these requirements?

- A.** File Transfer, Query, Measures, Sends
- B.** File Transfer, Import, Measures, Sends
- C.** File Transfer, Import, Query, Sends
- D.** File Transfer, Data Extract, Filters, Sends

**Answer: C (LEAVE A REPLY)**

#### **NEW QUESTION: 37**

A user in Marketing Cloud needs to send an email to a Salesforce Report via a Guided Send process.

How should the consultant meet this requirement?

- A.** Create data validation rules for the integrated user in Sales Cloud.
- B.** Create a Salesforce Data Extension for the user to select during a Guided Send.
- C.** Assign the integrated user the Marketing Cloud AppExchange User permission set in Sales Cloud.
- D.** Add custom links to the page layouts in Marketing Cloud.

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 38**

Which two statements about a database of record are correct?

Choose 2 answers:

- A. A database of record is any database that contains subscriber data
- B. A database of record is a centralized storage repository of data about objects or people
- C. A database of record is system in which subscriber's status is maintained
- D. A database of record is a data structure in which multiple opt-in statuses can be stored for a subscriber

**Answer:** B,C ([LEAVE A REPLY](#))

**NEW QUESTION: 39**

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

(Choose two.)

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

**Answer:** A,D ([LEAVE A REPLY](#))

**NEW QUESTION: 40**

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:

- \* Maintain NTO's master suppression list
- \* Configure data relationships
- \* Create new subscriber attributes

Which role should be assigned to the IT staff member?

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

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 41**

A retail company's database of record resides at a third-party company which also keeps track of purchase history. Their database only updates once a day where new records can be created and merged. The database uses the unique identifier "Customer ID".

The company wants to send real-time Welcome emails to 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 "Customer ID" in the database.

Which three key issues should be addressed?

Choose 3 answers

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

**Answer:** ([SHOW ANSWER](#))

#### **NEW QUESTION: 42**

A publishing company has presented the following:

- \* A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.
- \* A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.
- \* The customers' expiration date is included in the data file.

What component should the customers' solution include? (Choose three.)

- A. Triggered Send
- B. Suppression list
- C. Template-based emails
- D. Automation Studio
- E. Data Filter

**Answer:** C,D,E ([LEAVE A REPLY](#))

#### **NEW QUESTION: 43**

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

**Answer:** A,C ([LEAVE A REPLY](#))

#### **NEW QUESTION: 44**

Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend? (Choose 2 answers)

- A. CRM ID
- B. Mobile Device ID
- C. Loyalty Program Number

D. Email

**Answer: A,B (LEAVE A REPLY)**

**NEW QUESTION: 45**

ABC Company wants to better understand subscriber behavior on their website upon arrival via an email message. A local member of a Marketing Cloud user group mentioned the Web Analytics Connector.

Which benefit is offered by installing the Web Analytics Connector in a Marketing Cloud account? (Choose three.)

- A. Match subscribers to web activity by passing Subscriber ID through email links.
- B. Use the web analytics platform to trigger behavioral remarketing emails.
- C. Track web activity from a click on an email URL back to a specific email campaign.
- D. Pass web conversion data back into Marketing Cloud for use in email reporting.
- E. Recognize web traffic as originating from email instead of another channel.

**Answer: A,C,E (LEAVE A REPLY)**

**NEW QUESTION: 46**

A customer would like to store financial data related to invoicing in its data extensions.

Which field type should be used?

- A. Currency
- B. Decimal
- C. Number
- D. Float

**Answer: B (LEAVE A REPLY)**

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**NEW QUESTION: 47**

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

- 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.

**Answer:** ([SHOW ANSWER](#))

#### **NEW QUESTION: 48**

A customer wants to integrate their website with Marketing Cloud so users can update their marketing communication preferences. The customer has in-house web development resources available and is interested in leveraging tools such as Journey Builder in the future.

What solution should the consultant propose?

- A. Configure a data structure using lists and leverage the out-of-the-box Preference Center.
- B. Configure a relational data structure using data extensions and leverage a Web Collect form hosted in CloudPages.
- C. Configure a data structure using lists and leverage a SmartCapture form the client can iFrame into their website.
- D. Configure a relational data structure using data extensions and consult with the customer on API integration with their website.

**Answer:** ([SHOW ANSWER](#))

Since Company has web developer so API integration is preferred solution.

#### **NEW QUESTION: 49**

What is the skill set you need to build emails with dynamic content?

- A. Ampscript
- B. SSJS
- C. HTML
- D. CSS

**Answer:** ([SHOW ANSWER](#))

#### **NEW QUESTION: 50**

ABC Company has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should ABC Company take in order to create Send Classifications? (Choose two.)

- A. Define a Delivery Profile.
- B. Define custom Reply Mail Management.
- C. Define a Sender Profile.
- D. Define a Subscriber - specific From Name.

**Answer:** A,C ([LEAVE A REPLY](#))

#### **NEW QUESTION: 51**

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Administrator
- B. Marketing Cloud Channel Manager
- C. Marketing Cloud Email Marketing Manager
- D. Marketing Cloud Regional or Local Administrator

**Answer: A,B ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 52**

A customer needs to compare the engagement across three creative versions, and then send a follow-up email for those contacts who did not engage with any of the test versions.

Which sequence of activities would best accomplish this?

- A. Random Split > Send email > Wait > Engagement Split > Join > Send email
- B. Decision Split > Send email > Engagement Split > Send email
- C. Random Split > Send email > Join > Decision Split > Wait > Send email
- D. Engagement Split > Send email > Wait > Random Split > Send email

**Answer: A ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 53**

ABC Company needs to provide an IT staff member with access to Marketing Cloud. The staff member needs to perform the following tasks:

- \* Maintain ABC Company's master suppression list.
- \* Configure data relationships.
- \* Create new subscriber attributes.

Which role should be assigned to the IT staff member?

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

**Answer: ([SHOW ANSWER](#))**

Explanation/Reference:

#### **NEW QUESTION: 54**

Why would a contact fail to enter a Journey Builder interaction? (Choose three.)

- A. The interaction has an A/B/n split, and the contact does not meet the criteria.
- B. The contact falls below the High Water Mark.
- C. The interaction allows re-entry only after exiting, and the contact already exists.
- D. The contact did not meet the entry criteria.

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

**Answer: B,C,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 55**

When more than one subscriber email address field is created within Contact Builder, what action tells the platform which email address to prioritize in the Email application?

- A. Add all email address fields into the Mobile Application and Predictive Intelligence Applications.
- B. Create a new Attribute Group referencing all email address fields in Data Designer.
- C. Create a new Import to populate subscriber email addresses into All Subscribers.
- D. Add all email address fields into the Contact Configuration screen in the correct order

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 56**

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMP script. The Company collects the following information:

- Customer data (email address, first name, last name...).
- Event registration (email address, event ID, event name, event type, venue ID...).
- Venue details (venue ID, venue name, venue address...).
- Payment details (email address, event ID, total paid...).

The Company does not want to link everything in Contact Builder.

Which are the two data sources that must be incorporated inside Contact Builder? (Choose two.)

- A. Event Registration
- B. Venue Details
- C. Payment Details
- D. Customer Data

**Answer: B,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 57**

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.

What skill set should the customer team have for this solution to be viable?

- A. SSJS
- B. HTML
- C. SQL
- D. AMPscript

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 58**

Northern Trail Outfitters (NTO) wants its monthly distributor newsletter email to appear to be sent on behalf of the subscriber's account representative without segmenting the audience by sales representative.

In which two ways could this distributor-specific sender profile be configured in the Marketing Cloud account with Sender Authentication Package Implemented? (Choose two.)

- A. Utilize AMPscript data extension lookups to dynamically populate the From Name and From Email Values.
- B. Use substitution strings to populate the From Name and From Email values in the sender profile.
- C. Pick "Choose from list," selecting the From Name and From Email Values from the list of account users.
- D. Match the external keys of the sender profile and data extension containing account representative details.

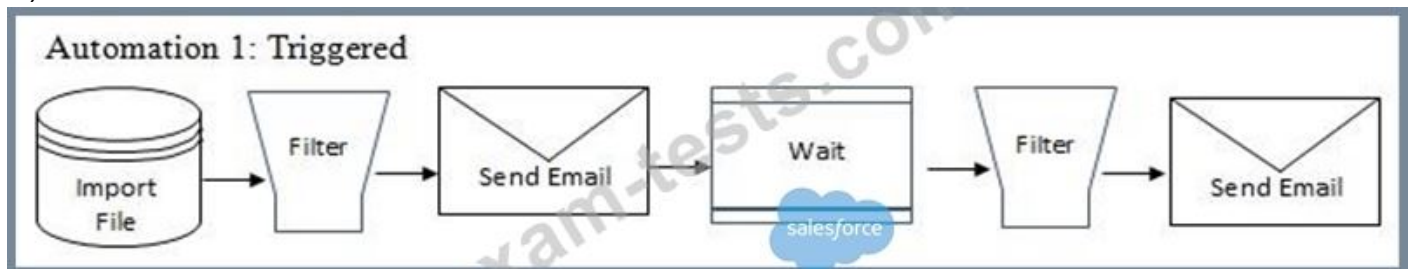
**Answer: A,B (LEAVE A REPLY)**

**NEW QUESTION: 59**

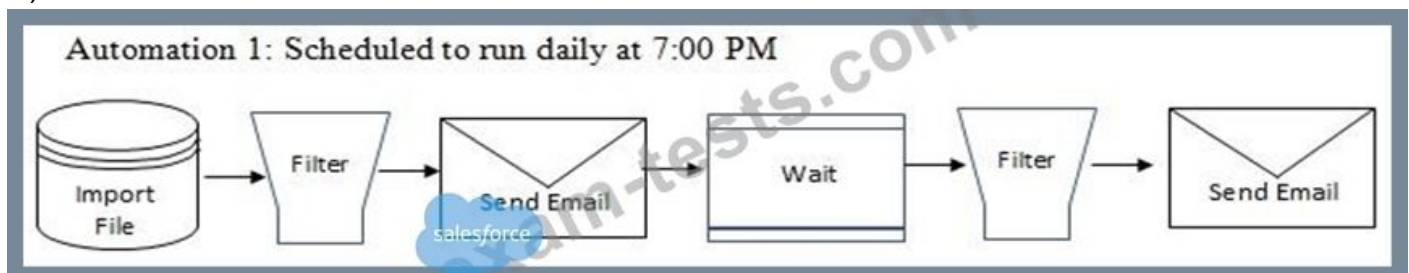
North Trail Outfitters (NTO) wants to automate the sending of shipping notices and a customer survey.

- \*Shipping notices will be sent once a day.
  - \*The shipping file will be placed on the FTP sometime after 4:00 p.m.
  - \*The shipping data will be stored in the shipping Notice data extension.
  - \*A field in the data extension will contain the shipping data.
  - \*The survey needs to be sent at 9:00 a.m., exactly 10 days after the customers order ships.
- Which workflow would most effectively enable NTO to do this?

A)



B)



C)



D)



- A. Option D
- B. Option C
- C. Option B
- D. Option A

**Answer: D (LEAVE A REPLY)**

**NEW QUESTION: 60**

A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order\_Details, and Products. The data extensions contain the following information:

- \* Orders: OrderID, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal.
- \* Order\_Details: ProductID, OrderID, Qty, UnitPrice, ExtendedPrice, Discount.
- \* Products: ProductID, SKU, Name, Description, Cost, Price.

Which two actions should be taken in Data Designer? (Choose two.)

- A. Create a one-to-one relationship between Orders and Order\_Details.
- B. Create a one-to-many relationship between Orders and Order\_Details.
- C. Create a one-to-one relationship between the contact record and Order\_Details.
- D. Create a one-to-one relationship between Order\_Details and Products.

**Answer: B,D (LEAVE A REPLY)**

**NEW QUESTION: 61**

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customer's shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return the site and continue their shopping.

What action should Northern Trail Outfitters (NTO) take?

- A. Create and send an apology email which includes a discount for a future purchase to all customers.
- B. Do NOT send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- C. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- D. Create a user-initiated message to logged-in customers to send once the website is restored.

**Answer: C (LEAVE A REPLY)**

The answer can be 1 or 3. But the most appropriate solution is 1. Sending emails will not take the user to a state where they left on the website. This requires developer involvement.

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#### NEW QUESTION: 62

A consultant needs to send an email to subscribers who have made a purchase. The data used for the send exists on two data extensions - Subscribers and OrderTable, and the customer would like to include key information from both tables, such as:

CustomerID, FirstName, EmailAddress, OrderID, OrderDate, ShippedDate.

Which SQL statement should the consultant use?

- A. SELECT \* FROM Subscribers WHERE CustomerID, FirstName, EmailAddress, OrderID, OrderDate, ShippedDate - JOIN OrderTable On CustomerID=CustomerID
- B. SELECT T1.CustomerID, T1.FirstName, T1..EmailAddress, T2.OrderID, T2.OrderDate, T2.ShippedDate FROM Subscribers T1 INNER JOIN OrderTable T2 ON T1.CustomerID=T2.CustomerID
- C. SELECT CustomerID, FirstName, EmailAddress, OrderID, OrderDate, ShippedDate FROM Subscribers INNER JOIN OrderTable ON CustomerID=CustomerID
- D. SELECT T1.CustomerID, T1.FirstName, T1.EmailAddress, T2.OrderID, T2.OrderDate, T2.ShippedDate FROM Subscribers OUTER JOIN OrderTable ON Subscribers.CustomerID=OrderTable.CustomerID

**Answer: (SHOW ANSWER)**

#### NEW QUESTION: 63

Northern Trail Outfitters (NTO) wants to use dynamic content within their emails to provide customers with more personalized communications. This includes using a Dynamic Sender Profile to customize the From Name and From Email Address to use the regional store managers' information. If a new manager is assigned to a region, NTO wants to update the information in one place.

What data should a consultant ensure exists within Marketing Cloud in order to facilitate this?

- A. Each customer's region code and the manager's name and email address for each region code.
- B. Regional store manager's name and email address for each customer.
- C. Name and email address for each regional store manager stored on a lookup table.
- D. Region code, regional store manager's name, and email address for each customer.

**Answer:** ([SHOW ANSWER](#))

#### **NEW QUESTION: 64**

A customer has an eCommerce site and imports Data into three data extensions daily: 'Orders,' 'Order\_Details,' and 'Products.' The data extensions contain the following information:

\*Orders: OrderId, CustomerId, OrderNumber, OrderDate, OrderTotal, GrandTotal

\*Order\_Details: ProductId, OrderId, Qty, UnitPrice, ExtendedPrice, Discount

\*Products: ProductId, SKU, Name, Description, Cost, Price

Which two relationships should be established in Data Designer? Choose 2 answers

- A. One-to many relationship between Orders and Order\_Details
- B. One-to-one relationship between Orders and Order\_Details
- C. One-to-one relationship between Order\_Details and Products
- D. One-to-one relationship between the contact record and Order\_Detail

**Answer:** C,D ([LEAVE A REPLY](#))

#### **NEW QUESTION: 65**

Northern Trail Outfitters (NTO) wants to send out a communication to subscribers who have not made a purchase the last six months. Customer are often opted-in to more than one messaging channel. NTO would like to be able to communicate the same message across all channels.

Which flow would meet their needs?

- A. Query Activity > Data Extension Entry Source > Journey Activates
- B. Salesforce Entry Event > Query Activity > Automation Studio Activities
- C. Import Activity > Decision > Journey Activities
- D. Query Activity > API Event > Automation Studio Activities

**Answer:** D ([LEAVE A REPLY](#))

#### **NEW QUESTION: 66**

A marketer wants to create and edit email content, as well as generate reports and manage subscriber data.

Using the principle of least privilege, which two pre-defined roles should be assigned? (Choose two.)

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

**Answer: C,D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 67**

ABC Company is expanding its marketing efforts globally. Each country's marketing department has its own business unit and is responsible for the creation and execution of all the marketing campaigns. The Marketing Cloud Administrator is having trouble keeping up with the constant influx of new users and would like to speed up the turnaround of granting new users access to the Marketing Cloud.

In what two ways can this be accomplished? (Choose two.)

- A. Assign Channel Managers the role of Marketing Cloud Analyst.
- B. Assign Administration User permissions to the Channel Manager role.
- C. Assign Administration User permissions to each business unit.
- D. Assign Administration User permissions to individual users.

**Answer: B,C ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 68**

A customer wants to set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud. They are currently in the process of hiring a full-time developer but want an implementation in place for the developer to maintain.

What should the customer have in place to ensure this solution can be implemented?

- A. An external system to receive and confirm callback and subscriptions
- B. An Interaction Studio instance to ingest their data
- C. A Transactional Journey with the Not Sent Notification activity included
- D. A Datorama instance to ingest their data

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 69**

What are two ways Contact builder can alter the data in Data Extensions? (Choose two.)

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

**Answer: ([SHOW ANSWER](#))**

Explanation/Reference:

#### **NEW QUESTION: 70**

A customer frequently holds seminars and other events to interface with their customers. They plan to do the following:

\*Use SmartCapture forms to write data into event registration data extensions.

\*Cross-reference the records in each registration data extension with corresponding invitation email sends.

\*Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?

A. HTML

B. SQL

C. AMPscript

D. CSS

**Answer: C ([LEAVE A REPLY](#))**

### **NEW QUESTION: 71**

A customer wants to automate the send of a monthly promotional email. The customer will upload an audience file to their accounts Enhanced FTP on a monthly basis on the 15th day of each month, expecting the email to be deployed upon completion of the import activity. However, if the 15th of the month falls on a Saturday or Sunday, the customer will provide the file on the Friday prior to the 15th and expect the promotional email to be sent on that Friday.

Given the customers' requirements, which method should be used to automate their monthly promotional email?

A. Create a scheduled daily automation that includes an import activity and user-initiated send.

B. Create a triggered automation that includes an import activity and user-initiated send.

C. Create a scheduled monthly automation that includes an import activity and triggered send.

D. Create a triggered automation that includes an import activity and triggered send.

**Answer: B ([LEAVE A REPLY](#))**

Since Time is not fixed, its triggered Automation and User Initiated. Triggered send is used for transactional message.

### **NEW QUESTION: 72**

ABC Company needs to provide an IT staff member with access to Marketing Cloud. The staff member needs to perform the following tasks:

\* Maintain ABC Company's master suppression list.

\* Configure data relationships.

\* Create new subscriber attributes.

Which role should be assigned to the IT staff member?

A. Administrator

B. Data Manager

C. Content Creator

D. Analyst

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 73**

A consultant wants to send an email to subscribers who have made a purchase. The data used for the send exists on two data extensions named Subscribers and Orders, and the customer needs to include key information from both tables, such as:

- \* CustomerID
- \* FirstName,
- \* EmailAddress
- \* OrderID
- \* OrderDate
- \* ShippedDate

Which SQL statement should the consultant use?

- A.** SELECT T1.CustomerID, T1.FirstName, T1.EmailAddress, T2.OrderID, T2.OrderDate, T2.ShippedDate FROM Subscribers OUTER JOIN Orders ON Subscribers.CustomerID=Orders.CustomerID
- B.** SELECT \* FROM Subscribers WHERE CustomerID, FirstName, EmailAddress, OrderID, OrderDate, ShippedDate JOIN Orders On CustomerID=CustomerID
- C.** SELECT T1.CustomerID, T1.FirstName, T1.EmailAddress, T2.OrderID, T2.OrderDate, T2.ShippedDate FROM Subscribers T1 INNER JOIN Orders T2 ON T1.CustomerID=T2.CustomerID
- D.** SELECT CustomerID, FirstName, EmailAddress, OrderID, OrderDate, ShippedDate FROM Subscribers INNER JOIN Orders ON CustomerID=CustomerID

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 74**

A customer needs to import data from an SFTP site. The customer wants to:

- \* Segment the contents of the file and then send emails.
- \* Transfer the file to the SFTP site at various times daily.
- \* Send to data extensions.

Which workflow should meet these requirements?

- A.** Triggered Automation: Import File > Group Refresh > Send Email(s)
- B.** Scheduled Automation: Import File > SQL Query(s) > Send Email(s)
- C.** Triggered Automation: Import File > SQL Query(s) > Send Email(s)
- D.** Scheduled Automation: Transfer File > Import File > SQL Query(s) > Send Email(s)

**Answer: C ([LEAVE A REPLY](#))**

Explanation/Reference:

Explanation:

If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a

scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex; a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation. Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file is encrypted.

#### **NEW QUESTION: 75**

A customer wants to reports on 'Not Sent' contacts in Journey Builder. Which method should be used?

- A. Query the \_sent Data View for the contact's send status.
- B. Create an Analytics Builder Discover report.
- C. Use an automation with Tracking Extract.
- D. Use the standard report 'Subscribers Not Sent to'.

**Answer: D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 76**

The customer has the following requirements for storing engagement data in their data warehouse:

- \* All email open and click activity must be pulled daily from MC
- \* Output files must meet the specific requirements for the data warehouse
- \* All the activity must be provided via FTP in one file.

Which automation workflow meets the customer requirements?

- A. Extract activity of tracking extracts that combines data into required file -> Transfer activity
- B. Report activity that generates recent send summary report -> Report delivered directly to FTP
- C. Extract activity of data view tables -> Query activity to create the required file -> Transfer activity
- D. Query activity to pull data view information -> Extract activity of data extension -> Transfer activity

**Answer: A ([LEAVE A REPLY](#))**

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#### **NEW QUESTION: 77**

The Northern Trail Outfitters' (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send using the Send Preview functionality.

Which three items does Preview and Test check for in an email message? Choose 3 answers

- A. Grammar and spelling in the email text is correct.
- B. Personalization strings map to attributes or data extension fields.
- C. Correct syntax is used on any AMPscript in the email's code.
- D. Each content block specified in a dynamic content rule exists.
- E. Words or phrases used may trigger spam filters.

**Answer: B,C,D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 78**

A retail company does business in both the United States and Canada. They have a loyalty program in which a customer can enroll. The company will provide a pre-segmented customer file, per campaign, which has a

"Version" data field indicating the type of email the customer is to receive.

Which two questions should be asked to determine a data/segmentation strategy?

Choose 2 answers

- A. Will "Version" values/meanings change, precluding reusable AMPscript?
- B. Will customers be able to sign up for the loyalty program at the store?
- C. Will a lookup table is needed for a dynamic From Name?
- D. Is the purpose of these emails for acquisition or retention or transactional?

**Answer: C,D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 79**

A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign.

Email #1 will be sent one month prior to the member's renewal date.

Email #2 will be sent one week prior to the member's renewal date.

Email #3 will be sent on the member's renewal date.

A master audience is updated in real time via the API.

Which steps should be included in the customer's automation?

- A. Three Filter Activities > three Send Activities to the filtered audiences.
- B. Import File Activity > three Send Activities to the master data extension.
- C. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- D. Three Send Activities to the master data extension.

**Answer: A ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 80**

A customer wants Sales Cloud users to create and send Marketing Cloud emails.

Which two recommendations should the consultant make? Choose 2 answers

- A. The consultant should enable the Create Email feature on the user Profile in Sales Cloud.
- B. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- C. The consultant should enable deep linking in the Marketing Cloud Connect configuration.
- D. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

**Answer: B,C (LEAVE A REPLY)**

### **NEW QUESTION: 81**

Northern Trail Outfitters (NTO) is running a campaign for a brand new type of footwear inside Journey Builder. The entry event: Prevents contacts from entering the journey if "shoes" is not selected in their preferences.

Is based on a data extension which has Email Address as Primary Key.

A few weeks after launching the campaign, NTO's data analyst noticed a reduced email volume and that some contacts inside the data extension updated their preferences after the launch of the campaign. Even with the entry event being triggered every day, those contacts are not receiving the welcome emails.

What could be the reason?

- A. The contact fell below the High Water Mark.
- B. The preference center is too precise.
- C. The entry event is triggered too often.
- D. Their account has deliverability issues.

**Answer: A (LEAVE A REPLY)**

### **NEW QUESTION: 82**

A subscriber asked to be removed from a customer's email list multiple times by replying directly to the customer's marketing message, but continues to receive emails.

Which steps will solve how replies are managed by the application? (Choose three.)

- A. Confirm that Reply Mail Management (RMM) is configured for the customer's account.
- B. Confirm that the subscribers request contained one of the standard terms that qualify for automatic unsubscribe.
- C. Confirm that the RMM setting Unsubscribe Manual Requests is set to YES.
- D. Confirm that the RMM setting Delete auto-replies and out-of-office replies is set to NO.
- E. Confirm that an email address was provided as the Routing Address for Remaining Replies.

**Answer: A,C,E (LEAVE A REPLY)**

### **NEW QUESTION: 83**

Northern Trail Outfitters (NTO):

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

\* Prefers NOT to use custom roles unless it is absolutely necessary.

How should a consultant create and assign roles for NTO?

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

**Answer: A** ([LEAVE A REPLY](#))

#### **NEW QUESTION: 84**

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

- A.** Each attribute group can contain multiple lists, and each list can include multiple attributes.
- B.** Each attributes group can contain multiple data extensions, and each data extension can include multiple attributes.
- 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.** Data extensions can be linked to either the contact record or different data extensions, including data extensions from other attributes groups.

**Answer: B,D,E** ([LEAVE A REPLY](#))

#### **NEW QUESTION: 85**

Which statement is correct regarding tracking aliases? Choose 2 answers

- A.** Tracking aliases are found in Tracking and some standard reports.
- B.** Tracking aliases are associated with a URL in HTML as: tag="alias text".
- C.** Tracking aliases are primarily relevant when used with email conversion tracking.
- D.** Tracking aliases can differentiate click activity in an email to the same URL.

**Answer: C,D** ([LEAVE A REPLY](#))

#### **NEW QUESTION: 86**

A retail company wants to create journeys to target subscribers based on website behavior. They have identified three separate groups: customers who searched for an item, abandoned a cart, and made a purchase.

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

(Choose three.)

- A.** How are subscribers identified in your web analytics?
- B.** How long after the behavior occurs will a subscriber need to enter a journey?
- C.** Should a single customer exist in multiple journeys at the same time?

- D. How many messages should be included in each journey?
- E. Should customers exit the journey when the goal is met?

**Answer: A,B,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 87**

A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect, The trigger is on a Custom Object called 'Shipments' and is enabled for Triggered Sends in Setup.

Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

- A. An Apex Trigger is created on the Shipment object.
- B. The Shipment object is on the Account Related List.
- C. The Shipment object requires a Lookup to Lead or Contact.
- D. There is a Master Detail Relationship from Contact to Shipment.

**Answer: B,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 88**

What statements are correct regarding Attribute Groups? (Choose two.)

- A. They link data extensions to contacts.
- B. They link subscriber lists to contacts.
- C. They link data extensions to other data extensions.
- D. They link data extensions to subscriber lists.

**Answer: ([SHOW ANSWER](#))**

Explanation/Reference:

**NEW QUESTION: 89**

Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications. Their app uses the Mobile Push SDK.

In which two ways should this segment be created?

- A. Using Contact Builder, create a Filter Data Extension from AB Contact where there is record in MobilePush Demographics.
- B. Using Automation Studio, query the \_MobilePushDemographics Data View and save this to a data extension.
- C. Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
- D. Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 90**

Subscribers are collected on a customer's website whose subscription database of record is Salesforce Marketing Cloud. The customer sends up to five emails per week based on subscriber activity. The list is:

- \* Compiled in a database in the website Content Management System (CMS).
- \* Imported into Marketing Cloud nightly at 11 p.m.

What action should be taken if a third party is sending a message for the customer outside of Marketing Cloud?

- A. Unsubscribes should be synchronized between senders.
- B. They will need to integrate with the Marketing Cloud SOAP API.
- C. Engagement metrics will be passed into Marketing Cloud.
- D. The third-party send list should be pulled from the CMS.

**Answer: B (LEAVE A REPLY)**

The right answer is: They will need to integrate with the Marketing Cloud SOAP API. Because this is what required to meet requirement "Unsubscribes should be synchronized between senders" as well as "Engagement metrics will be passed into Marketing Cloud. "

#### **NEW QUESTION: 91**

A customer wants to send a quarterly reengagement email to subscribers who have NOT opened in the previous three months. The customer's plans are to:

- \*Use an existing Paste HTML email for the first send.
- \*Make only minor changes to the email creative for future sends.
- \*Send to the subscriber list.
- \*Deploy emails manually for now, but possibly automate in the future.

Which send method should be used?

- A. Send Flow Activity
- B. Guided Send
- C. Triggered Send
- D. Send Email Activity

**Answer: (SHOW ANSWER)**

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#### **NEW QUESTION: 92**

Northern Trail Outfitters assigns a 15-digit integer as their Order ID which will be used as the primary key of a data extension. The import file contains leading zeros, but they will NOT be included in the final values.

Which data type should they use for the Order ID field?

- A. Number
- B. Text (15)
- C. Decimal (15,0)
- D. Decimal (15,2)

**Answer: C ([LEAVE A REPLY](#))**

Explanation

The order ID field is conducive because it places all of the items that the customers want under one order. You can imagine how problematic it would be if the rules would be set in different areas. It will be harder for the company to track the orders of each customer.

This may lead to people receiving items that they did not order or not getting any of the things that they have ordered at all. The order ID field will make everything more organized and correct. The fewer mistakes that the company makes in processing orders, the happier the customers will be with their shopping experience.

#### **NEW QUESTION: 93**

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.

What skill set should the customer team have for this solution to be viable?

- A. HTML
- B. SSJS
- C. AMPscript
- D. SQL

**Answer: C ([LEAVE A REPLY](#))**

Explanation/Reference:

#### **NEW QUESTION: 94**

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. 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 each franchise owners
- B. One parent business unit and a child business unit for franchise owners.
- C. A parent business unit for each franchise owner
- D. One business unit.

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 95**

Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP), They send regularly 300,000 What should they be aware of with respect to sender reputation?

- A. They should have one dedicated IP address for every 100,000 messages send per month.
- B. They should send at least 250,000 messages per month to maintain their sender reputation.
- C. They should have one SAP for transactional sends and another for commercial sends.
- D. They should have a shared IP since their volume is under 500,000 messages per month.

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 96**

The ABC Company marketing team is launching a new email campaign. ABC Company's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message? (Choose three.)

- A. Words or phrases used may trigger spam filters.
- B. Personalization strings map to attributes or data extension fields.
- C. Grammar and spelling in the email text is correct.
- D. Each content area specified in a dynamic content rule exists.
- E. Correct syntax is used on any AMPscript in the emails code.

**Answer: B,D,E (LEAVE A REPLY)**

**NEW QUESTION: 97**

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 two.)

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

**Answer: A,B (LEAVE A REPLY)**

**NEW QUESTION: 98**

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

**Answer: A,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 99**

A customer wants to perform an email send to a subset of Synchronized Data Extension referencing Sales Cloud custom object data and return tracking to Sales Cloud.

Which two approaches should the consultant recommend?

Choose 2 answers

- A. Use Data Filters to segment data to output a Sendable Data Extension.
- B. Use SQL Query Activities to output a Sendable Salesforce Data Extension.
- C. Use Synchronized Data Source to sync Sales Cloud objects to Marketing Cloud.
- D. Use SQL Query Activities to create a Sendable Synchronized Data Extension.

**Answer: B,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 100**

What are the similarities between Automation Studio and Journey Builder? (Choose three.)

- A. Have duration plus wait activity (look for answers that start with JB or AS).
- B. Ability to define an email send.
- C. Fire an event from Automation Studio to Journey Builder.
- D. The option to convert a qualified Lead to a Contact.

**Answer: A,B,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 101**

A consultant wants to trigger an email whenever the Status field on the Lead Object changes to Hot. Tracking data will need to be kept in the Sales Cloud.

Which three steps should the consultant use in the solution? (Choose three.)

- A. Enable Triggered Sends on the Lead Object in configuration.
- B. Create the Triggered Send Definition in the Marketing Cloud.
- C. Write an Apex Trigger on the Lead Object.
- D. Put a SOAP API in place via the Marketing Cloud API.
- E. Create the Triggered Send Definition in the Sales Cloud.

**Answer: A,B,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 102**

NTO has scenario of a journey for "post-purchasing communication": which re-entry setting is correct?

- A. reentry anytime
- B. no reentry
- C. reentry after time
- D. reentry only after exiting

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 103**

Northern Trail Outfitters (NTO) wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

What is the best way to facilitate this within Contact Builder?

- A. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- B. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.
- C. Create three distinct Attribute Groups that link each data extension directly to Contacts.
- D. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 104**

ABC Company is considering adopting Attribute Groups when incorporating data from their external systems.

What statements are accurate regarding Attribute Groups? (Choose two.)

- A. They can be created by templates to accomplish certain tasks.
- B. They replicate the structure from the external system data into templates.
- C. They can contain only one data extension.
- D. They link data extensions to other data extensions or contacts.

**Answer:** A,D ([LEAVE A REPLY](#))

**NEW QUESTION: 105**

During discovery a consultant confirmed:

\* A master audience file containing contact information and data points will be used for segmentation and imported nightly.

\* The customer would like to implement a mechanism that consistently prevents sending promotional emails to subscribers who work for their top three competitors.

What feature should a consultant include in the solution?

- A. An exclusion list
- B. A global unsubscribe
- C. An auto-suppression list
- D. An auto-exclusion list

**Answer:** C ([LEAVE A REPLY](#))

**NEW QUESTION: 106**

A consultant wants to trigger an email whenever the status field on the Lead Object changes to Hot, Tracking data will need to be kept in the sales cloud.

Which three steps should the consultant use in the solution

- A. Put a SOAP API in place via the marketing cloud API
- B. Write an Apex Trigger on the Lead object
- C. Enable triggered sends on the Lead object in configuration
- D. Create the triggered send definition in the sales cloud
- E. Create the triggered send definition in the marketing cloud

**Answer: B,C,E ([LEAVE A REPLY](#))**

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#### **NEW QUESTION: 107**

Northern Trail Outfitters uses a Salesforce Data Entry Source in their Journey that injects Salesforce Orders when they are either created or updated with a status of New, Currently Knitting Shipped, and Complete. Their Journey works when orders are created, but they notice that it does not inject customers when their status is updated.

What could be causing this?

- A. Orders are not being updated from not meeting criteria to meeting criteria
- B. Synchronized Data Sources poll for changes every 15 minutes at the quickest
- C. The associated Contact should be updated to be injected
- D. Orders should be set up to allow injection upon update in Connect Configuration

**Answer: A ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 108**

Which three statements about Send Log Data is correct? (Choose three.)

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

**Answer: A,B,D ([LEAVE A REPLY](#))**

Send Log data is not accessible through standard reports or standard view.

#### **NEW QUESTION: 109**

Northern Trail Outfitters sends a monthly newsletter to top shareholders and has a business need to handle replies to their CEO. They have a Reply Mail Management (RMM) Configuration in their setup, and the team would like the reply email address to appear as a real email address in the subscriber's mail client when replying. This email address seen in the email client for reply should not be the actual CEO's email address.

How should they ensure this is accomplished?

- A. Set email reply address to CEO's email address; RMM will direct the emails to that email address and provide the needed filtering.
- B. Create Sender Profile using the custom setting of direct forwards to an alias email address that can redirect replies to the CEO's inbox.
- C. Create Sender Profile using the RMM auto-forward feature and configure the "Use Specified Information" email information.
- D. RMM accounts are unable to support this behaviors.

**Answer:** ([SHOW ANSWER](#))

#### **NEW QUESTION: 110**

What are data extension data retention policies?

- A. Settings to prevent users from deleting a Data Extension created by another user.
- B. Settings to control when a data extension creates a back-up of the data it contains.
- C. Settings to define when a data extension or the data within the data extension is deleted.
- D. Settings to "soft" delete all data in a Data Extension so there is no data loss.

**Answer:** C ([LEAVE A REPLY](#))

#### **NEW QUESTION: 111**

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

**Answer:** B,D,E ([LEAVE A REPLY](#))

**NEW QUESTION: 112**

A consulting has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed.

Which import type should be used?

- A. Add Only
- B. Update Only
- C. Overwrite
- D. Add/Update

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 113**

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:

- \* They currently have three million customers.
- \* They email customers twice a week with no known deliverability issues.
- \* Their contract includes one Sender Authentication Package (SAP).

What response articulates proper IP warming? (Choose two.)

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

**Answer: B,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 114**

Northern Trail Outfitters (NTO) has decided to use Journey builder to launch event-driven lifecycle marketing programs. This includes personalized interactions with customers with the goal of increasing purchase frequency.

What two pieces of information would help NTO achieve this objective?

Choose 2 answers:

- A. Last purchase date
- B. Products purchased from a competitor
- C. Channel preference of customers
- D. Number of items per order

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 115**

Northern Trail Outfitters (NTO) wants to better understand subscriber behavior on their website upon arrival via an email message. A local member of a Marketing Cloud user group mentioned the Web Analytics Connector.

Which benefit is offered by installing the Web Analytics Connector in a Marketing Cloud account?

Choose 3 answers

- A. Use the web analytics platform to trigger behavioral remarketing emails.
- B. Pass web conversion data back into Marketing Cloud for use in email reporting.
- C. Recognize web traffic as originating from email instead of another channel.
- D. Track web activity from a click on an email URL back to a specific email campaign.
- E. Match subscribers to web activity by passing Subscriber ID through email links.

**Answer:** ([SHOW ANSWER](#))

#### **NEW QUESTION: 116**

A daily deal website is concerned with their sender reputation and needs consistent visibility into subscribers who report their email as spam.

How can they determine which subscribers reported their email as spam so they can flag those records in their customer service database?

- A. An automation that queries the Complaint data view.
- B. An automation that generates the Complaint Tracking Extract.
- C. An automation that queries the Unsubscribe data view.
- D. An automation that generates the Unsubscribe Event Extract.

**Answer:** A ([LEAVE A REPLY](#))

#### **NEW QUESTION: 117**

When joining a data extension in Contact Builder, in which scenario should a consultant mark the Use as Root checkbox?

- A. One-to- Many Relationship to the Contact Record.
- B. Database of record other than All Subscribers.
- C. Data for both Email and MobileConnect sends.
- D. Supplemental data for an interaction in Journey Builder.

**Answer:** B ([LEAVE A REPLY](#))

#### **NEW QUESTION: 118**

What are the similarities between Automation Studio and Journey Builder? (Choose three.)

- A. Ability to define an email send.
- B. The option to convert a qualified Lead to a Contact.
- C. Fire an event from Automation Studio to Journey Builder.
- D. Have duration plus wait activity (look for answers that start with JB or AS).

**Answer:** A,C,D ([LEAVE A REPLY](#))

Explanation/Reference:

#### **NEW QUESTION: 119**

A subscriber asked to be removed from a customer's email list multiple times by replying directly to the customer's marketing message, but continues to receive emails.

Which steps will solve how replies are managed by the application?

Choose 3 answers

- A. Confirm that the RMM setting 'Unsubscribe Manual Requests' is set to YES.
- B. Confirm that an email address was provided as the Routing Address for Remaining Replies.
- C. Confirm that the RMM setting 'Delete auto-replies and out-of-office replies' is set to NO.
- D. Confirm that Reply Mail Management (RMM) is configured for the customer's account.
- E. Confirm that the subscriber's request contained one of the standard terms that qualify for automatic unsubscribe.

**Answer: A,B,D (LEAVE A REPLY)**

#### **NEW QUESTION: 120**

Northern Trail outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations.

What solution will decrease manual workloads on the team and will improve their customers' experience?

- A. A user-initiated message to send an email to customers who made a purchase daily
- B. A scheduled automation to send emails to customers who made a purchase daily
- C. A triggered automation to send emails to customers who have made a purchase
- D. A triggered message to send an email as soon as a customer completes a purchase

**Answer: D (LEAVE A REPLY)**

#### **NEW QUESTION: 121**

A customer is creating a re-engagement campaign. The Campaign only targets subscribers who have had emails fail at send time due to held status within the last 60days. The goal is to send an SMS to the subscribers asking them if they want to update their email address.

What should a consultant recommend to meet the criteria?

- A. use Data Extension Extract and Import activities from Automation Automation Studio to inject the subscribers into a CloudPage used as an Entry Source by Journey Builder
- B. Use SQL Query and File Transfer activities from Automation Automation Studio to inject the subscribers into an API Event used as Entry Source by Journey Builder
- C. Use Tracking Extract, File Transfer, and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.
- D. Use SQL Query and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder

**Answer: B (LEAVE A REPLY)**

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**NEW QUESTION: 122**

An existing triggered send needs to be updated with new content

Select the correct sequence

**Answer:**

Pause message interaction, Edit message content, Publish changes, Start triggered email interaction

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