

Salesforce.Marketing-Cloud-Consultant.v2023-02-02.q113

Exam Code:	Marketing-Cloud-Consultant
Exam Name:	Salesforce Certified Marketing Cloud Consultant
Certification Provider:	Salesforce
Free Question Number:	113
Version:	v2023-02-02
# of views:	2438
# of Questions views:	1130
https://www.exam-tests.com/Marketing-Cloud-Consultant-exam/Salesforce.Marketing-Cloud-Consultant.v2023-02-02.q113.html	

NEW QUESTION: 1

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

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

Which field type should be used?

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

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

NEW QUESTION: 3

Northern Trail Outfitters is expanding globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. They want to

do this as efficiently as possible and are anticipating growth into other locales in the near future.

Which two options could be recommended? (Choose 2 answers)

A. Leverage Content Builder to create email templates for each language and populate the templates via the UI.

B. Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.

C. Leverage personalization strings within the email template to pull in language-specific content.

D. Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails.

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 4

Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference.

When Contact reply to SMS message, the response message will be inserted into a data extension using AMPscript.

Which two MobileConnect templates should be used to send the SMS message and capture the responses?

A. Text Response

B. Data Capture

C. Info Capture

D. Outbound

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 5

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. RMM accounts are unable to support this behaviors.

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. Set email reply address to CEO's email address; RMM will direct the emails to that email address and provide the needed filtering.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

What is a capability of the Import within Contact Builder? Choose 2 answers

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

What is a correct statement about a database of record? Choose 2 answers

- A. A database of record is any database containing subscriber data.
- 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 a system in which a subscriber's status is maintained

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

NEW QUESTION: 8

Northern Trail Outfitters (NTO) imports a file daily into Marketing Cloud of customers who have bought a tent from their website that day. They want to set up a month-long welcome Journey which sends emails specific to the purchase such as the type of tent, the available accessories for the tent, and care of the tent at different points throughout the Journey. NTO also recognizes that due to their competitive prices, they have had customers purchase more than one tent within a month.

What type of data should be used in the Decision Splits in their Journey to make sure the choices reflect the correct tent?

- A. Salesforce Data
- B. Entry Data
- C. Journey Data
- D. Contact Data

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

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

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

NEW QUESTION: 10

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. One business unit.
- D. A parent business unit for each franchise owner

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

NEW QUESTION: 11

How do I set up an individual who manages Marketing Cloud operations across channels, mobile, and social?

Choose two.

- A. Regional or Local Administrator Role
- B. Marketing Cloud Administrator Role
- C. Marketing Channel Manager Role
- D. Email marketing manager role

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 12

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. Create an Import Activity to import alumni data into Salesforce Report.
- C. Create list attribute to store student data from Sales Cloud.
- D. Use Synchronized Data Sources to obtain data from Sales Cloud.

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

NEW QUESTION: 13

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

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

Choose 2

- A. Use Data Stream to sync object data into a Data Extension in the Marketing Cloud
- B. Upgrade the Marketing Cloud Account to ConnectedApp Authentication
- C. Share Sales Cloud user licenses across Marketing Cloud users
- D. Filter target audiences based on mapped profile attributes to reduce Bulk API calls

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

NEW QUESTION: 14

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

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

In which two ways should this segment be created?

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

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

NEW QUESTION: 16

Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email.

Which personalization string should they include as the href attribute in the link?

- A. %%view_as_webpage%%
- B. %%vawp%%
- C. %%view_email_url%%
- D. %%view_online%%

Answer: A (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Consultant Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the BraindumpsPass.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Consultant dumps with Test Engine here: <https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Consultant-practice-exam-dumps.html> (161 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 17

Utilizing journey builder interactions for sending post-purchase communications to customers, what contact entry mode fits?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 18

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 19

Northern Trail Outfitters wants to connect relational data into their Journey without overloading the entry data.

How should they connect the data?

- A. Data Designer
- B. Data Relationships
- C. Contact Configuration
- D. Entry Source Data Extension

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 20

A retail customer expanded their portfolio to include additional product lines in addition to their already popular offerings. They want to give subscribers the ability to unsubscribe via email from the specific subsections while still remaining on the main commercial communications audience. This option will be included in the footer attached to the unsubscribe URL and as an option on their subscription center.

Which model would meet the requirements?

- A. Exclusion List with Lists
- B. Publication List with Lists
- C. Publication List with Data Extensions
- D. Exclusion List with Data Extensions

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

NEW QUESTION: 21

A customer has several values that need to be used in the body of an email send:

- * The data would be stored in a reference data extension, related on SubscriberKey.
- * There may be one or more records for each subscriber.
- * The audience is generally over 1 million subscribers.
- * The content is time sensitive and should be sent as quickly as possible.
- * The customer is not using "catch and release" sending.
- * The reference data extension contains 25 columns.

Which method should be used?

- A. Dynamic content via the Dynamic Content Wizard
- B. Server Side Javascript a single LookupOrderedRows Function
- C. AMPscript a single Lookup Function
- D. AMPscript a single LookupOrderedRows Function

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

NEW QUESTION: 22

A customer wants to use Sales Cloud as a system of record for email messages sent from Marketing Cloud; however, the customer only sends from custom objects and cannot use the Contact ID or Lead ID as the Contact Key in Marketing Cloud.

What is the implication of this data model when using Marketing Cloud Connect?

- A. Tracking Data will not be returned to the Sales Cloud email recipient.

- B. The customer will be unable to use synchronized data extensions.
- C. The customer will be able to use Reports and Campaigns as audiences.
- D. Email Sends will fail if the Contact ID or Lead ID is not included.

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

NEW QUESTION: 23

Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.

What should be used to prevent emails from being sent if they exceed 2500 contacts?

- A. Stop Activity
- B. Script Activity
- C. Verification Activity
- D. Query Activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 24

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

Answer: A,C ([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 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 customer's requirements, which method should be used to automate their monthly promotional email?

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

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

Northern Trail Outfitters is using a triggered send to send customers their order confirmations. Their commerce platform provides a JSON payload for order details.

What would they use to format the JSON within the email?

A. BuildRowSetFromJSON() AMPscript Function

B. ParseJSON content block within Content Builder

C. SSJS platform function ParseJSON

D. TransformJSONQ AMPscript Function

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

NEW QUESTION: 27

Northern Trail Outfitters sends emails for Password Resets from their web store when requested. An SMS message should be deployed if the password reset email is not sent.

What processes should they utilize to ensure a timely delivery across email and SMS?

A. Multiple path journey with engagement split if password reset link clicked; if link not clicked, then SMS Password Reset activity

B. Triggered send definition, and use API response to determine and send API call to trigger an SMS password reset

C. Triggered send definition and use data extract Not Sent to a data extension then send SMS to those failed sends

D. Transactional email send with the event notification service response to determine and trigger an API call to an SMS message

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

NEW QUESTION: 28

Northern Trail Outfitters (NTO) has doubled in size over the last couple of years. Because of this growth they have decided to organize their company into Business Units to better manage operations.

Which statement is correct regarding the Business Unit functionality within Marketing Cloud?

Choose 2 answers

A. Business Units can share information with other Business Units.

B. Business Units can have more than one parent Business Unit.

C. Subscribers can only appear in one Business Unit.

D. Business Units can mirror an organization's operational structure.

Answer: (SHOW ANSWER)

NEW QUESTION: 29

A customer has three data extensions that need to be added to Contact Builder

- * Customers contains customer information
- * Orders contains order information
- * Products contains product information

How should these data extensions be linked within an Attribute Group? Choose 2

- A.** Customer Data <one-to- Many> Products <one-to- Many> Orders <one-to- one> Customers
- B.** Customer Data <one-to- Many> Customers <one-to- One> Orders <one-to- Many> Products
- C.** Customer Data <one-to- Many> Customers <one-to- Many> Orders <one-to- Many> Products
- D.** Customer Data <one-to- One> Customers <one-to- One> Orders <one-to- one> Products

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 30

When Northern Trail Outfitters acquires a new customer, it would like to send a series of welcome messages on behalf of the brand with an optimized send time. New customers will be sent to Marketing Cloud via an hourly batch file drop.

Which solution should the consultant recommend?

- A.** Use Automation Studio to process and segment the new customers, and use Journey Builder for the campaign sends and decisioning.
- B.** Use Journey Builder to process and segment the new customers, and for the campaign sends and decisioning.
- C.** Use Automation Studio to process and segment the new customers, and use Email Studio for the campaign sends and decisioning.
- D.** Use Automation Studio to process and segment the new customers, and for the campaign sends and decisioning.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 31

Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as part of the newsletter.

Which two solutions could pull in the RSS feed at the time of send?

Choose 2 answers

- A.** Dynamic Content

- B. AMPscript
- C. External Content
- D. Personalization Strings

Answer: ([SHOW ANSWER](#))

Valid Marketing-Cloud-Consultant Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Consultant Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the BraindumpsPass.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Consultant dumps with Test Engine here: <https://www.braindumpsPASS.com/Salesforce/Marketing-Cloud-Consultant-practice-exam-dumps.html> (161 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 32

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 a Marketing Cloud account with Sender Authentication Package implemented?

Choose 2 answers

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

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

NEW QUESTION: 33

Northern Trail Outfitters (NTO) wants to send an email to all Contacts who have signed up for its newsletter, but have not joined its loyalty program. NTO has created a report in Sales Cloud which it will select using a Send Flow in Content Builder.

Which field name should be included in the report in addition to email address?

- A. Contact ID
- B. CampaignMember ID
- C. Individual ID

D. External ID

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

NEW QUESTION: 34

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

- * The email content will highlight new inventory each day.
- * A small team will run both their digital marketing operations and their email program.
- * A user needs to build, test, and send a daily email in less than an hour.
- * Images for the emails will be hosted on their website CMS.

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 35

A customer indicates their point-of-sale system can be configured to upload a file every fifteen minutes. The filename is not consistent for each upload. Their consultant recommends they use a File Drop Automation.

Which two considerations should be made?

Choose 2 answers

- A. The directory cannot contain more than five file triggers.
- B. They may utilize an external FTP site.
- C. The directory is unable to be used by another File Drop Automation.
- D. The directory used by the file trigger should be inside the import directory.

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

NEW QUESTION: 36

Northern Trail Outfitters (NTO) plans on sending SMS and push notifications together with emails as part of a new customer onboarding journey.

What should a consultant recommend as a unique identifier for each subscriber?

- A. A number field such as subscriber's phone number for Contact Key.
- B. An email address for Contact Key.
- C. A GUID or another generated ID for Contact Key.
- D. A common field like Physical Address for Contact Key.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

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

- * Customer who searched for an item on their website
- * Customers who abandoned a cart on their website
- * 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. How are the subscribers identified in your web analytics?
- B. Should customers exit the journey when the goal is met?
- C. How many messages should be included in each journey?
- D. How long after the behavior occurs will a subscriber need to enter a journey?
- E. Should a single customer exist in multiple journeys at the same time?

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 38

A customer asks why the send time values within an email are not being added to a Send Log.

Which two actions would successfully write send time variables to their Send Log? Choose 2 answers

- A. Use the WriteToLogO AMPscript function In the content.
- B. Ensure the send log Is linked In an attribute group.
- C. Match an AMPscript variable name to a Send Log field.
- D. Enable send logging to a data extension during send process.

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

NEW QUESTION: 39

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contacts 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 AMPscript.

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 two data extensions should be incorporated inside Contact Builder? Choose 2 answers

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

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 40

What is a correct statement about Send Log data?

Choose 3 answers

- A. Can be incorporated into standard reports.
- B. Can be added to a standard data view.
- C. Can be accessed via Query activities.
- D. Can be stored for a set period of time.
- E. Can be included in measures and filters.

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

NEW QUESTION: 41

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

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

Answer: B,D (LEAVE A REPLY)

Explanation

Send Log data extensions are never archived. Its deleted. A business unit can support only one Send Log.

NEW QUESTION: 42

Which statement is correct regarding tracking aliases? Choose 2 answers

- A. Tracking aliases can differentiate click activity in an email to the same URL.
- 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 are found in Tracking and some standard reports.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 43

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. Dynamic Content Areas

- B. Guide Template Language
- C. Personalization Strings
- D. Substitution Strings

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

NEW QUESTION: 44

A consultant is configuring Marketing Cloud Connect in Marketing Cloud. The customer requires that integrated users only have access to Sales Cloud data visible to them in their Salesforce account.

How would the consultant ensure that this requirement is met?

- A. Create a User in Sales Cloud with a System Administrator Profile.
- B. Ensure that the User has the correct profile in Marketing Cloud.
- C. Check the Scope by User box in Marketing Cloud.
- D. Ensure that the User is assigned as System Administrator in Sales Cloud.

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

NEW QUESTION: 45

Northern Trail Outfitters is migrating from a legacy emailing tool to Marketing Cloud. As part of the migration, they have to go through a security review. Their data privacy team has made it clear that the data in the sandbox should never be mixed with data in production during testing cycles.

What recommendation would a consultant provide on the architecture to fulfill this requirement?

- A. Implement two separate Marketing Cloud instances.
- B. Use Subscriber Filter per business unit to filter production from test data.
- C. Ensure test sends are done from data extensions with attribute 'Is Testing1'.
- D. Create one or more additional business units for testing.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 46

Northern Trail Outfitters' marketing team is made up of a marketing manager, a marketing specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.

What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Attribute Groups
- B. Query Activities
- C. Data Filters
- D. Publication Lists

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

Valid Marketing-Cloud-Consultant Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Consultant Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the BraindumpsPass.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Consultant dumps with Test Engine here: <https://www.braindumpsPASS.com/Salesforce/Marketing-Cloud-Consultant-practice-exam-dumps.html> (161 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 47

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 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.
- B.** use Data Extension Extract and Import activities from Automation Studio to inject the subscribers into a CloudPage used as an Entry Source by Journey Builder
- C.** Use SQL Query and File Transfer activities from Automation Studio to inject the subscribers into an API Event used as 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: (SHOW ANSWER)

NEW QUESTION: 48

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 49

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 2 answers

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 50

Northern Trail Outfitters is interested in a solution to automate a process. They currently pull data into a spreadsheet to import into a data extension for sending. The data warehouse can be configured to place a dally on an SFTP.

Which three questions are relevant to determining a solution?

Choose 3 answers

- A. Is the data file a delta or a historical file?
- B. Does the data extension have a data relationship?
- C. Will the data file be placed on the SFTP at the same time daily?
- D. Will the file have more than 5,000 rows?
- E. Does someone need to be notified if an error happens on import?

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

NEW QUESTION: 51

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 52

Every day at 3 a.m., Northern Trail Outfitter' (NTO) data lake instance starts generating a file that contains all records that should be sent one email or another for the next day's marketing campaigns. The size of the file varies depending on the previous day's tracking activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends.

What end-to-end process should deliver this efficiently?

- A. Scheduled Automation > File Transfer > Import > Series of Query Activities

- B. Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
- C. Triggered Automation > Import > Data Extension Extract > Marketing Journey
- D. Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 53

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

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

NEW QUESTION: 54

A customer is collecting data from a Smart Capture form that stores submissions in a data extension. The customer wants an email sent to the marketing manager each morning that contains the previous day's submissions as a CSV attachment. Assuming that the customer has the attachments feature enabled.

Which automation workflow will accomplish this?

- A. Triggered Automation: Data Extract > SQL Query > Transfer File > Send Email
- B. Scheduled Automation: Data Extract > SQL Query > Transfer File > Send Email
- C. Triggered Automation: SQL Query > Data Extract > Transfer File > Send Email
- D. Scheduled Automation: SQL Query > Data Extract > Transfer File > Send Email

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

NEW QUESTION: 55

For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering implementing Tokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive emails per year.

Which two considerations should be made about Tokenized Sending? (Choose 2 answers)

- A. Journey Builder Decision Splits provide a method to access data of Tokenized data natively.
- B. Personalization Strings still allow PII to be displayed within an email.
- C. Service Level Agreements for email sends are unsupported with the inclusion of outside servers.

D. Tokenized Sending should be combined with field-level data encryption for additional security.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 56

A user in the MC wants to use salesforce custom object data for segmenting and personalization.

How should the consultant approach this requirement?

A. Create a custom report type that contains the contact or lead ID, email address, and custom object data, then from the marketing cloud, import into a Salesforce Data extension. Use AMPScript in the email to call data

B. Export report data from the sales cloud and import into a marketing cloud synchronized data extension.

Use a filter activity to produce a sendable data extension. Create an email send activity in Automation Studio

C. Sync contact and custom objects with Data Stream and send from Synchronized Data Extension with Salesforce email send. Ensure there is a lookup relationship to a contact or lead record.

D. Map the custom objects to the profile center and use the email editor to insert the custom data. Create a user-initiated send to associate the email to the largest audience and return tracking data.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 57

A Marketing Cloud user needs the email addresses of everyone who unsubscribed from a particular email send. This user does NOT know SQL and does NOT have access to the Enhanced FTP account.

What functionality should be used to retrieve the necessary data?

A. My Tracking

B. My Reports

C. Tracking Extract

D. Data Views

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

Explanation

With my Tracking user can create a list, view in browser or download as an attachment with the subscribers meeting the criteria

NEW QUESTION: 58

NTO has to import a file that will be different every time.

What method should be used?

A. Update

- B. Add and Update
- C. Add Only
- D. Overwrite

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

NEW QUESTION: 59

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 60

A customer wants to create a mobile app that requires users to log in or register before accessing their data.

Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

- A. Existing users will create additional Contacts in Marketing Cloud.
- B. Newly registered users will create additional Contacts in Marketing Cloud.
- C. User device data is unavailable in Contact Builder for up to 48 hours.
- D. All mobile app users will create additional Contacts in Marketing Cloud.

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

NEW QUESTION: 61

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

Answer: ([SHOW ANSWER](#))

Valid Marketing-Cloud-Consultant Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Consultant Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the BraindumpsPass.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Consultant dumps with Test Engine here: <https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Consultant-practice-exam-dumps.html> (161 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 62

Northern Trail Outfitters wants to query Marketing Cloud for send data across SMS, Push, and email.

What would a consultant recommend?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 63

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 T1.CustomerID, T1.FirstName, T1. EmailAddress, T2.OrderID, T2.0rderDate, T2.ShippedDate FROM ' Subscribers OUTER JOIN OrderTable ON Subscribers.CustomerID=OrderTable.CustomerID
- B. SELECT * FROM Subscribers WHERE CustomerID, FirstName, EmailAddress, OrderID, OrderDate, ShippedDate - JOIN OrderTable On CustomerID=CustomerID
- C. 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

D. SELECT CustomerID, FirstName, EmailAddress, OrderID, OrderDate, ShippedDate
FROM Subscribers INNER JOIN OrderTable ON CustomerID=CustomerID

Answer: C (LEAVE A REPLY)

NEW QUESTION: 64

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

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

NEW QUESTION: 65

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

Answer: A (LEAVE A REPLY)

Explanation

Since Record count is more than 500 K so DE is used. New and Update is already specified in question.

NEW QUESTION: 66

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- A. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1
- C. File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 67

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. Scheduled Starting Source
- B. %%BASEFILENAME_FROM_TRIGGER%%
- C. %%BASEFILENAME_FROM_FILEDROP%%
- D. File Drop Starting Source

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 68

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 triggered send.
- 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 Send Email Activity.

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

NEW QUESTION: 69

A customer notices their open and click rates are very low.

Which two aspects of list hygiene should be recommended to improve engagement rates?
(Choose 2 answers)

- A. Send inactive subscribers different messaging at a different frequency.
- B. Remove subscribers who have not opened emails in three months.
- C. Increase volume of sending, trying new times and days of the week.
- D. Use different subject lines and send "win back" emails with exclusive offers.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 70

Northern Trail Outfitters (NTO) uses the SAP domain comms.nto.com and has just opened an office in Australia. They have created a business unit for their new office and want to use the domain comms.nto.com.au to send emails to their Australian customers. What would be required to enable sending emails from their new domain without impacting deliverability?

- A. Register the new domain in Setup > From Address Management
- B. An additional Sender Authentication Package
- C. An additional private domain
- D. An additional IP address

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

NEW QUESTION: 71

Northern Trail Outfitters receives a nightly encrypted unsub file to their Marketing Cloud SFTP from a third-party email platform. These files are used to unsubscribe existing subscribers. They do not use Email Address as Subscriber Key.

What Automation Studio Activity sequence should be used to ensure the appropriate subscribers are unsubscribed from the All Subscriber List?

- A. Import File > Query > Data Extract > File Transfer > Import File
- B. File Transfer > Import File > Query > Data Extract > File Transfer > Import File
- C. File Transfer > Import File > Data Extract > File Transfer > Import File
- D. Import File > Data Extract > File Transfer > Import File

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

NEW QUESTION: 72

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 utilized to make this happen?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 73

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

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

NEW QUESTION: 74

Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to the user.

What should be recommended?

- A. Advertising Studio
- B. Google Analytics 360
- C. Einstein Engagement Scoring
- D. Mobile Studio

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

NEW QUESTION: 75

A restaurant supply company captures email subscribers and leads through trade shows. This has always been a manual process with booth visitors leaving contact information in a fishbowl. The restaurant supply company is updating their process to an online sweepstakes entry that allows entrants to confirm opt-in for a monthly newsletter.

Which two components are appropriate for this solution? Choose 2 answers

- A. Data extension with double opt-in status defined
- B. CloudPage with Smart Capture to add entrants in to a data extension
- C. CloudPage with Web Collect to add entrants in to a data extension
- D. Send Email Activity with a link to a subscription center

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 76

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

Answer: C (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Consultant Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the BraindumpsPass.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Consultant dumps with Test Engine here: <https://www.braindumpsPASS.com/Salesforce/Marketing-Cloud-Consultant-practice-exam-dumps.html> (161 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 77

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

NEW QUESTION: 78

Northern Trail Outfitters wants to include the body of marketing email replies captured by Reply Mail Management (RMM) within auto-forwarded messages to their Customer Success team.

How could they accomplish this?

- A. Query the RMM data view for the reply body and reference it from a data extension.
- B. Use RMM personalization strings to render the email reply body.
- C. Use RMM dynamic content blocks to render the email reply body.
- D. Check the "Include Replies as Attachments" box in the RMM settings.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 79

A large retail group consists of a corporate team and several divisions operating under different brand names.

All plan to share one Marketing Cloud account. Each brand has its own marketing department and operates independently, with its own creative assets, subscribers, and data structure.

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

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 80

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. Triggered Send
- C. Send Email Activity
- D. Guided Send

Answer: A (LEAVE A REPLY)

NEW QUESTION: 81

A data team wants to automate that sync of subscribers' Unsubscribes and status from their enterprise account to their external CRM In one consolidated file. They need to find subscribers In their Marketing Cloud account and their unsubscribe data for child business units.

Which two data views would they use to achieve this?

Choose 2 answers

- A. _Subscribers
- B. _BusinessUnitUnsubscribes
- C. _Unsubscribe
- D. _Complaint

Answer: (SHOW ANSWER)

NEW QUESTION: 82

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

What field type should be used?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 83

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

What method should the team use?

- A. Data views
- B. Send Logs
- C. Scheduled Reports
- D. Tracking Extracts

Answer: C (LEAVE A REPLY)

NEW QUESTION: 84

Northern Trail Outfitters continually adds rows for subscribers to a data extension via API, populating subscribers who should receive a monthly payment reminder that day. They want to use Journey Builder to send the payment reminder emails.

What would be required to process the correct subscribers?

- A. Contact Evaluation > Evaluate all records
- B. Journey Settings > No re-entry
- C. Journey Settings > Use email attribute from Contacts
- D. Contact Evaluation > Evaluate new records only

Answer: D (LEAVE A REPLY)

NEW QUESTION: 85

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 86

Northern Trail Outfitters (NTO) is the holding company of three subsidiaries: Universal Containers, Ursa Major Solar, and Cloud Kicks. NTO recently purchased Marketing Cloud and has asked its consultant to recommend a scalable business unit (BU) hierarchy. They don't plan on executing any marketing campaigns on behalf of the NTO holding company, but NTO employees would like access to all subscribers and aggregate reporting. Additionally, each subsidiary business will be regularly running campaigns and should have their own branding, content, and subscribers.

Which solution should the consultant recommend?

- A. One parent BU and one child BU
- B. One parent BU and three child BUs with their own Sender Authentication Packages.
- C. One parent BU with three additional private domains.
- D. One parent BU and two child BUs with their own Sender Authentication Packages.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 87

Northern Trail Outfitters received an email about reaching API limits within Salesforce and they think this is caused by the integrated Marketing Cloud account.

Which two types of API calls are counted against the rolling 24-hour limit?

- A. Bulk API
- B. SOAP API Calls updating objects
- C. Login Calls
- D. CreateSalesforceObject() AMPscript

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 88

A customer wants to import the previous 10 years of customer purchase data in their Marketing Cloud account. Through discovery, it is determined there are over 200 million records they plan to upload via the REST API, and this volume will continue to grow as the current purchase data is added.

Which two questions should be asked for further discovery?

Choose 2 answers

- A. How many API calls are included in their License?
- B. Does their License include support for REST APIs?
- C. Does their License include the Large Data Extensions feature?
- D. Why do they require 10 years of historical data in Marketing Cloud?

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 89

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

Which sequence of activities in Journey Builder should accomplish this?

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 90

A financial company wants to use Marketing Cloud to send late payment notices to accounts whose payment due date lapsed the previous week. The company has shared the following:

*Payment.csv will arrive on the Enhanced SFTP each Monday at 1 a.m.

*Payments.csv will be encrypted.

*Payments.csv will contain data from the previous week.

*Late payment notices will be sent each Monday at noon.

*They need to receive a file containing customers who opened or clicked on the late payment notice email within five days after send.

Which automation sequence represents a viable solution?

- A. File Transfer > Import File > Filter > Wait > Send Email > Wait > SQL Query > Data Extract > File Transfer
- B. File Transfer > File Transfer > Import File > SQL Query > Wait > Send Email > SQL Query > File Transfer
- C. File Transfer > Import File > Filter > Wait > Send Email > SQL Query > Wait > Data Extract > File Transfer
- D. Import File > File Transfer > SQL Query > Wait > Send Email > Wait > SQL Query > Data Extract > File Transfer

Answer: D (LEAVE A REPLY)

NEW QUESTION: 91

A new Marketing Cloud (MC) customer wants to now implement a Sales Cloud instance to go along with their MC Instance. The MC instance has been live for a year now, where the primary key for records has been the Email Address.

Which two options would prevent the customer from duplicating records? (Choose 2 answers)

- A. Continue as normal, as Marketing Cloud contact Models will dedupe keys by Email Address.
- B. Identify what key the customer wants and have the MC Contact model control it.
- C. Purge the current records and carry on with new keys sourced from Sales Cloud.

D. Get existing records updated with new Keys sourced from Sales Cloud instance.

Answer: C,D (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Consultant Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the BraindumpsPass.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Consultant dumps with Test Engine here: <https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Consultant-practice-exam-dumps.html> (161 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 92

A customer wants to automate the process of sending a series of welcome emails based on the Subscriber's data. Emails should be sent weekly for up to five weeks. If a subscriber makes a purchase, they should stop receiving welcome emails. A Boolean flag should be set in the data extension if the subscriber makes it through the welcome series.

Which steps should be used to accomplish this in Journey Builder?

- A. Random Split, Send Email, Wait, Define Goal
- B. Update Contact Data, Wait, Send Email, Join
- C. Define Goal, Send Email, Wait, Decision Split
- D. Define Goal, Update Contact Data, SendEmail, Wait

Answer: D (LEAVE A REPLY)

NEW QUESTION: 93

Which three statements about Send Log Data is correct?

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

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

NEW QUESTION: 94

Northern Trail Outfitters wants to send an email to website visitors who add items to their cart but fail to make a purchase. The email will include a list of products they added to their shopping cart.

* A sendable data extension contains the contact information and a session ID field for each subscriber who has abandoned their cart.

* A second data extension contains a corresponding session ID field and product data for each abandoned cart item, including product SKU, product name, quantity, price, and image URL.

Which feature should be used to display the list of products for each subscriber in this email?

- A. Dynamic Content Block
- B. Enhanced Dynamic Content Block
- C. Lookup AMPscript function
- D. LookupRows AMPscript function

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 95

A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.

How should a consultant begin troubleshooting the connection?

- A. Validate Marketing Cloud and Sales Cloud users have access to the business unit.
- B. Create and send an email in Email Studio to test the connection and validate tracking.
- C. Validate Marketing Cloud and Sales Cloud permissions for the connecting users.
- D. Create new Marketing Cloud and Sales Cloud users and perform a new installation.

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

NEW QUESTION: 96

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

Choose 2 answers

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

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

NEW QUESTION: 97

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 Tracking Extract type > File Transfer from Safehouse > File Transfer unzip > Import File
- B. Data Extract with the Data Extension Extract type > File Transfer to Safehouse > File Transfer unzip > SQL Query

C. SQL Query > Data Extract with the Data Extension Extract type > File Transfer to Safehouse > Import File

D. Data Factory Utility > File Transfer from Safehouse > Import File > Data Extract with Tracking Extract type

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

NEW QUESTION: 98

Northern Trail Outfitters is growing and acquiring other organizations, each with its own instance of Sales Cloud. They are debating whether to upgrade Marketing Cloud Connect to Multi-Org.

What consideration could be provided to help with the decision?

A. Once an account is upgraded to Multi-Org, it cannot be turned off.

B. Shared Salesforce Data Extensions will be enabled in up to 5 business units.

C. Custom profile and subscription centers will not be required.

D. Existing accounts cannot be upgraded to Multi-Org.

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

NEW QUESTION: 99

To fuel their expansion, Northern Trail Outfitters (NTO) recently acquired Eagle Outfitters (EO). There is currently a 30 percent overlap between the guests of each brand and they will be pursuing cross-marketing opportunities. It was recommended that their Marketing Cloud account now include a separate business unit for EO and the company secure a new sender authentication package for EO using the private domain e-EO.com.

Select the statement that correctly describes the implication of this recommendation.

Choose 2 answers

A. The IP address included in the sender authentication package will have the same reputation as the ones being used for NTO.

B. The EO business unit can also have the NTO authentication package applied simultaneously for cross-marketing emails.

C. The private domain, e-EO.com, will be used for all link wrapping, image URLs, and landingpage URLs.

D. The e-EO.com domain will act as the from address for the emails and authenticate using SPF, SenderID, and DKIM authentication.

E. The email headers for EO will still reflect the private domain for NTO since that is the parent company.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 100

Northern Trail Outfitters' account is configured with Multi-Org to leverage two Salesforce CRM accounts. In the Cloud Kicks business unit they want to disconnect the sandbox instance and connect the production instance.

What additional configuration changes should they make?

- A. Rename and delete sandbox synchronized data extensions before connecting.
- B. Configure Multi-Org settings to account for two production instances in Setup.
- C. Remove existing user mappings, attribute mappings, and tracking subscriptions.
- D. Update query activities that reference the synchronized data extensions.

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

NEW QUESTION: 101

Northern Trail Outfitters has created child business units (BU) for their different regional offices. They want to limit subscriber records by BU, so users who are assigned to a BU can only view and send to Subscriber records in their region. A Profile Attribute named 'Region' associates a subscriber to a geographical region.

How could they ensure subscribers with a matching 'Region' Profile Attribute value are available in each BU?

- A. Select 'Define Subscriber Filter' for each BU on the BU Setup page and configure a condition to match the corresponding Profile Attribute.
- B. Open the the Profile Attribute Properties for the Region' Profile Attribute and select the 'Filter Subscribers by Attribute' option.
- C. Create a measure for each corresponding 'Region' Profile Attribute and include the measure in a Filtered Data Extension for each BU.
- D. Create a list in each BU and add subscribers with a matching Region to the list.

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

NEW QUESTION: 102

Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome journey. Which data setup should they use for decision splits?

- A. Journey Data using CRM Report Import Activity to Salesforce Data Extension
- B. Journey Data queried from main data extension
- C. Contact Data using Synchronized Data Sources
- D. Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 103

A user receives a message stating that there is an error binding data bound member when testing an Entry Event in Journey Builder.

What can a user do to ensure that contacts enter this interaction successfully based on the error message?

Choose 2 answers

- A. Fire the event in both Automation Studio and the Entry Event.
- B. Import new subscribers to the All Subscribers table.
- C. Make sure the contact is above the High Water Mark on the source data.

D. Select a source DE with a root relationship to the contact.

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 104

Northern Trail Outfitters injects customers into journey B based upon email engagement in journey A.

Which method would facilitate this solution?

A. In Automation Studio, query activity engagement on Journey System data view for email send to journey A; Use result data extension for journey B Subjects.

B. In journey A engagement split followed by Contact Activity to Boolean on an engagement data extension; Query engagement data extension injections.

C. In journey A, engagement split after email send. In Automation studio, query JourneyActivity data new for the Engagement split result Boolean field, Use result Data

D. In Automation Studio, use verification activity to verify engagement on email in journey A' Query engagement data extension for journey B Subjects.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 105

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 3 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 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 bypassed, given their historical lack of deliverability issues.

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: A,C (LEAVE A REPLY)

NEW QUESTION: 106

A customer plans to configure multiple business units (BU) to support the digital marketing efforts of five international offices.

Which reasons warrants this implementation? Choose 2 answers.

A. Tracking information for campaigns sent by each office.

B. Support non-English responses with Reply Mail Management.

C. Localized language and display options based on location and culture.

D. Localized physical mailing address displayed in the default email footer

Answer: A,C (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Consultant Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the BraindumpsPass.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Consultant dumps with Test Engine here: <https://www.braindumpsPASS.com/Salesforce/Marketing-Cloud-Consultant-practice-exam-dumps.html> (**161 Q&As Dumps, 40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 107

Northern Trail Outfitters wants to control what content is available to certain users and business units. They also want to control what is allowed to be edited and ensure those edited are reviewed prior to being changed.

What should be implemented to achieve these goals?

- A.** Build out an internal business governance and process to support this.
- B.** Set up Approval Workflow and Share setting inside Marketing Cloud.
- C.** Integrate an outside CMS with all these permissions built in.
- D.** Edit the Content Permissions and Restrictions by Role setting for each user.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 108

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

- * All email open and click activity must be pulled daily from the Marketing Cloud.
- * 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 data view tables > Query activity to create the requiredfile > Transfer activity
- B.** Report activity that generates Recent Send Summary report > Report delivered directly to FTP
- C.** Extract activity of Tracking Extracts that combines data into required file > Transfer activity
- D.** Query activity to pull data view information > Extract activity of data extension > Transfer activity

Answer: D (LEAVE A REPLY)

NEW QUESTION: 109

Northern Trail Outfitters (NTO) wants to use Case data from Service Cloud as part of their current email messaging campaign. They want to import cases that indicate the customer wants someone to contact them after the case is closed. NTO tracks cases with a checkbox field called "Contact Me".

- A. Create data extensions in Marketing Cloud and import the data from Service Cloud using Journey Builder.
- B. Use Synchronized Data Extensions on the Case Object with a Boolean filter on the Contact Me field.
- C. Use Salesforce Data Extensions and Filter Activities in Automation Studio to import and filter the data.
- D. Create Reports in Salesforce filtered by Contact Me equal to True and import using the Import word.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 110

Northern Trail Outfitters uses separate Marketing Cloud accounts as environments for development, UAT, and production. They want to test all automations and Journeys in each environment prior to launching in production.

Which extension product should be used to speed up the migration of data extensions and Journey Builder configurations between each environment?

- A. Configuration Manager
- B. Ant Migration Tool
- C. Change Sets
- D. Deployment Manager

Answer: D (LEAVE A REPLY)

NEW QUESTION: 111

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. SQL
- D. AMPscript

Answer: B (LEAVE A REPLY)

NEW QUESTION: 112

A customer manually imports records for sending. Each record contains a warehouse ID that is shared between Marketing Cloud and a third-party system. The customer does not

have developer resources, but wants to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber.

What should a consultant recommend?

- A. Use Guide Template Language created for each field in the data extension.
- B. Use AMPscript variables created from each field in the data extension.
- C. Use Dynamic Content rules to select a content area for each subscriber.
- D. Use personalization strings created by selecting the data extension.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 113

Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.

How could they resolve this issue?

- A. Select 'US' as the sending country in SMS activity.
- B. Format the phone field in Salesforce as +|[phonenumber],
- C. Configure the phone field in Salesforce as US locale.
- D. Select 'Normalize Phone Number*' in Journey settings.

Answer: B (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Consultant Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the BraindumpsPass.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Consultant dumps with Test Engine here: <https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Consultant-practice-exam-dumps.html> (161 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)