

Best Marketing-Cloud-Consultant Exam Dumps for the Preparation of Latest Marketing-Cloud-Consultant Exam Questions [Q73-Q96]



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Q73. 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

- * Dynamic Content
- * AMPscript
- * Personalization Strings
- * External Content

Explanation

Two solutions that could pull in the RSS feed at the time of send for Northern Trail Outfitters's weekly email newsletter are:

AMPscript. AMPscript is a scripting language that can be used to retrieve and display dynamic content from external sources, such as RSS feeds, in emails.

External Content. External Content is a feature that allows marketers to create blocks of content from external sources, such as RSS feeds, in Content Builder.

Dynamic Content is not a solution for pulling in RSS feeds, as it is used to display different content based on subscriber attributes or rules. Personalization Strings are not a solution for pulling in RSS feeds, as they are used to display subscriber or account information in emails. References:

<https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-co>

https://help.salesforce.com/s/articleView?id=sf.mc_ceb_external_content_blocks.htm&type=5

Q74. How do you add a contact in contact builder?

Choose 2

- * Import to MyLists
- * Import to All Subscribers List
- * Import to DE
- * Add manually to All Subscribers

Q75. Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud.

They want to ensure commercial emails are not sent to email addresses who have previously opted-out.

Which feature should they use?

- * Exclusion Script
- * Auto-suppression List
- * Suppression List
- * Exclusion List

Q76. A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office the advertising copy and subscriber list. The owners of franchised stores add a customized local message to the marketing campaign.

What hierarchy should be recommended?

- * One parent business unit and a child business unit for franchise owners.
- * One parent business unit and a child business unit for each franchise owners
- * One business unit.
- * A parent business unit for each franchise owner

Q77. 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?

- * Scheduled: Import File > SQL Query(s) > Send Email(s)
- * Scheduled: Transfer File > Import File > SQL Query(s) > Send Email(s)
- * File Drop: Import File > SQL Query(s) > Send Email(s)
- * File Drop: Import File > Group Refresh > Send Email(s)

Q78. 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)

- * %%BASEFILENAME_FROM_TRIGGER%%
- * %%BASEFILENAME_FROM_FILEDROP%%
- * Scheduled Starting Source
- * File Drop Starting Source

Explanation

This allows you to specify the exact name of the file when running the automation. The File Drop Starting Source is an automation activity that allows you to specify the source of the File Drop as either a Scheduled or Manual event. This allows you to control when the data is imported from the Enhanced FTP file.

To set up their automation to import the data from the file on a nightly basis, Northern Trail Outfitters should use two ways to start their automation:

File Drop Starting Source. This is a trigger that starts an automation when a file is dropped in an Enhanced FTP folder or an external SFTP location.

Scheduled Starting Source. This is a trigger that starts an automation at a specified date and time or at recurring intervals.

%%BASEFILENAME_FROM_TRIGGER%% and %%BASEFILENAME_FROM_FILEDROP%% are not starting sources, but variables that can be used in file transfer or import activities to reference file names.

References: https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio_triggers.htm&type=5

Q79. 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

- * Dynamic Content
- * AMPscript
- * Personalization Strings
- * External Content

Q80. A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would like to pull data on which email addresses receive which emails.

What functionality could be used to accomplish this?

- * Recent Email Send Report
- * Data Views
- * Send Log
- * Tracking Extract

Q81. 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)

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

Q82. 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

- * Turn off link details tracking
- * Upgrade the MC account to ConnectedApp
- * Filter data
- * Turn off Individual Level Tracking

Q83. A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would like to pull data on which email addresses receive which emails.

What functionality could be used to accomplish this?

- * Recent Email Send Report
- * Data Views
- * Send Log
- * Tracking Extract

Q84. Northern Trail Outfitters wants to import their Sales Cloud data into Marketing Cloud to leverage it within Journey Builder. They have approximately 10 million customers and the data needs to be available with a delay of no more than 30 minutes. Only customers where the consent checkbox is selected in Sales Cloud should be imported, which represents approximately half of their customer database. What should they implement?

- * All Subscribers, since these are synchronized in real time
- * Import from Salesforce Report in Automation Studio
- * Event Data from the Entry Event in Journey Builder
- * Synchronized Data Extensions with a filter

Q85. 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

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

Q86. Which customers would benefit most from purchasing a Sender Authentication Package (SAP)?

- * A growing consumer brand that expects to send 500,000 emails per month and would like email branding to be consistent with its domain,
- * A nonprofit organization that sends roughly 50,000 newsletter emails per month.
- * A growing retailer that currently leverages Marketing Cloud's MobileConnect and MobilePush.
- * A customer who wants to share another IP within their account structure and is unconcerned about branding at this time.

Q87. Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use?

- * Keyword opt in and SMS Messaging
- * Smart Capture and Triggered email messaging
- * CloudPages opt in to Event Journey
- * Existing Email Event Notification Subscription

Q88. 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?

- * Engagement Split > Send email > Wait > Random Split > Send email
- * Random Split > Send email > Join > Decision Split > Wait > Send email
- * Random Split > Send email > Wait > Engagement Split > Join > Send email
- * Decision Split > Send email > Engagement Split > Send email

Q89. A customer wants to send an email confirming opt-in when someone signs up for their emails via a form on their website. The email should arrive within a few minutes of completing the form, and all of the form data needs to be stored in Marketing Cloud to personalize the outgoing email. The customer has access to a developer for working with APIs, but they want to be able to change the email creative without involving the developer.

What should a consultant recommend?

- * Use the WSPProxy via SSJS to deploy the email after capturing form data.
- * Use a SQL Query activity in Automation Studio to run hourly and deploy emails.
- * Use a Send Email activity in Automation Studio to run hourly and deploy emails.
- * Use a Triggered Send Data Extension to capture form data and deploy the email.

Q90. What is the capability of the Import within Contact Builder? (Choose two.)

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

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

Q91. 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.)

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

Q92. 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.

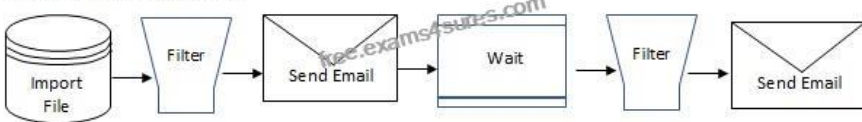
*A field in the data extension will contain the shipping data.

*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?

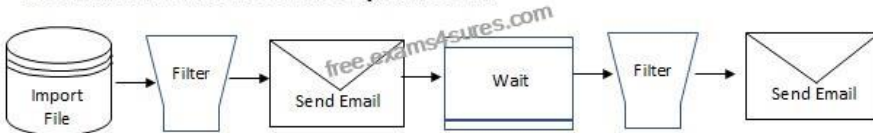
A)

Automation 1: Triggered



B)

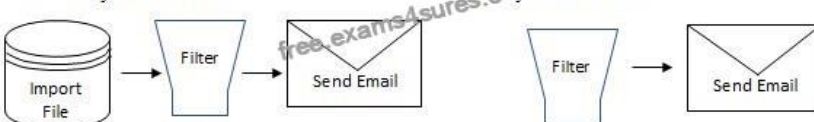
Automation 1: Scheduled to run daily at 7:00 PM



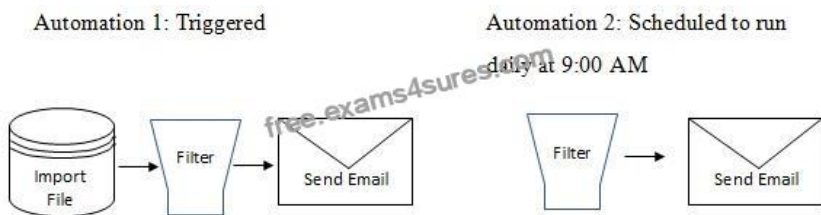
C)

Automation 1: Scheduled to run daily at 7:00 PM

Automation 2: Scheduled to run daily at 9:00 AM



D)



- * Option A
- * Option B
- * Option C
- * Option D

Q93. Northern Trail Outfitters has a file that drops intermittently to their SFTP account. Once this file drops, they want to be able to have it immediately imported and then segmented to enter a specific journey depending on the data inside the file.

Which two options would meet these requirements?

Choose 2 answers

- * Scheduled Automation
- * File Drop Automation
- * SQL Query
- * Decision Split

Q94. Northern Trail Outfitters (NTO) is using Einstein Content Selection to populate its emails with personalized product images at send time. These emails typically see high engagement, but because of the frequency of these emails, a customer could see the same image asset several times within a 2-week span.

How should NTO marketers ensure there's a limit to the number of times a particular image asset can be chosen for a customer?

- * Ask the content team to create more images in order to diversify the asset pool.
- * Set a Fallback Asset.
- * Utilize Einstein Engagement Frequency to send the emails less often.
- * Set Fatigue Rules for the product Asset Classes.

Explanation

To ensure there's a limit to the number of times a particular image asset can be chosen for a customer, Northern Trail Outfitters should set fatigue rules for the product asset classes. Fatigue rules are settings that allow marketers to control how often an asset can be selected for a customer within a specified time period.

For example, a fatigue rule can prevent an asset from being selected more than once in 14 days. References:

https://help.salesforce.com/s/articleView?id=sf.mc_ceb_einstein_content_selection_fatigue_rules.htm&type=5

Q95. Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for social advertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time

via API. They want to configure their customer data for long-term cleanliness and maintainability.

Which two best practices should be utilized? (Choose 2 answers)

- * Configure Contact Builder to automatically generate a unique subscriber key.
- * Define the subscriber key as a unique value that does not relate to a specific channel.
- * Regularly merge duplicate contacts to keep tracking data accurately.
- * When using an external database of record, utilize that system's identifier as the contact key.

Q96. 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

- * `_Complaint`
- * `_Subscribers`
- * `_Unsubscribe`
- * `_BusinessUnitUnsubscribes`

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<https://www.exams4sures.com/Salesforce/Marketing-Cloud-Consultant-practice-exam-dumps.html>