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How to study the Marketing-Cloud-Consultant Exam

The candidates who prefer to build a solid foundation in all exam topics and related technologies usually combine video lectures with study guides to reap the benefits of both but there is one crucial preparation tool as often overlooked by most candidates the practice exams. Practice exams are built to make students comfortable with the real exam environment. Statistics have shown that most students fail not due to that preparation but due to exam anxiety the fear of the unknown. VCEPrep expert team recommends you to prepare some notes on these topics along with it don't forget to practice **Salesforce Marketing-Cloud-Consultant exam dumps** which been written by our expert team, Both these will help you a lot to clear this exam with good marks.

The benefit in Obtaining the Marketing-Cloud-Consultant Exam Certification - After completing the Salesforce
Certified Marketing Cloud Consultant certification Candidate becomes a solid, well-rounded knowledge in terms of cloud marketing.- When an organization hiring or looking for a promotion of an employee, then certified candidate use to get more preference.- If the candidate has the desire to move up to a higher-paying position in an organization. This certification will help you a lot. **NEW QUESTION 104**

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?
* Number
* Text (15)
* Decimal (15,0)
* Decimal (15,2)

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 105

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 two.)
* Will “Version” values/meanings change, precluding reusable AMPscript?
* Will a lookup table be needed for a dynamic From Name?
* Will customers be able to sign up for the loyalty program at the store?
* Is the purpose of these emails for acquisition or retention or transactional?

NEW QUESTION 106

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

NEW QUESTION 107

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?
* Scheduled Automation > File Transfer > Import > Series of Query Activities
* Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
* Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends

* Triggered Automation> Import > Data Extension Extract > Marketing Journey

NEW QUESTION 108

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?
* Email Sends will fail if the Contact ID or Lead ID is not included.
* Tracking Data will not be returned to the Sales Cloud email recipient.
* The customer will be able to use Reports and Campaigns as audiences.
* The customer will be unable to use synchronized data extensions.

NEW QUESTION 109

Which three statements are correct about Data Designer? Choose 3 answers
* Each attributes group can contain multiple data extensions, and each data extension can include multiple attributes.
* Data extensions can be linked to either the contact record or different data extensions, including data extensions from other attributes groups.
* Each attributes group contains one data extension, and each data extension can include up to 50 attributes.
* Data extensions should be linked directly to be contact record prior to being linked to different data extensions.
* Each attribute group can contain multiple lists, and each list can include multiple attributes.

NEW QUESTION 110

Utilizing journey builder interactions for sending post-purchase communications to customers, what contact entry mode fits?
* Re-entry anytime
* Re-entry only after exit
* No re-entry

NEW QUESTION 111

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.

NEW QUESTION 112

Which statement IS correct regarding the automation tools in the Marketing Cloud?

Choose 3 answers
* Automation Studio and Journey Builder allow users to define a wait state based on duration or duration

+ time.
* Automation Studio allows users to inject Contacts from a data extension into an interaction in Journey Builder.

* Like Journey Builder, Automation Studio allows users to define the parameters for a send within the tool.
* Journey Builder allows users to update a contact record in an interaction or import data into a data extension.
* Like Automation Studio, Journey Builder allows users to repeat an interaction indefinitely

NEW QUESTION 113

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.)
* Utilize AMPscript data extension lookups to dynamically populate the From Name and From Email Values.
* Use substitution strings to populate the From Name and From Email values in the sender profile.
* Pick “Choose from list,” selecting the From Name and From Email Values from the list of account users.
* Match the external keys of the sender profile and data extension containing account representative details.
Explanation/Reference:

NEW QUESTION 114

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 thissegment be created?
* Using Mobile Studio, create a Mobile Push Filtered List filter on the MobilePush Demographics attribute group.
* Using Automation Studio, query the_MobilePushDemographics Data View and saved this to a data extension.
* UsingJourney Builder, target the entire customer database then filter using MobilePush Demographics attribute group.
* Using Contact Builder, create a Filtered Data Extension from All Contact where there is a record in MobilePush Demographics.

NEW QUESTION 115

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?
* Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
* Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
* File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
* File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

NEW QUESTION 116

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?
* An exclusion list
* An auto-exclusion list
* An auto-suppression list
* A global unsubscribe

NEW QUESTION 117

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 contacts7
* Verification Activity
* Script Activity
* Query Activity
* Stop Activity

NEW QUESTION 118

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

NEW QUESTION 119

Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?
* Use exclusion lists for the send – excluding those that already were sent the email
* Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context
* Use a SQL Query to filter the audience into a new data extension that is overwritten each day
* Use SQL Query to filter the audience into a new data extension that is upserted every day

NEW QUESTION 120

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.

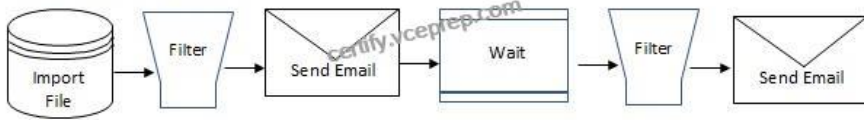*The shipping data will be stored in the shipping Notice data extension.

*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.

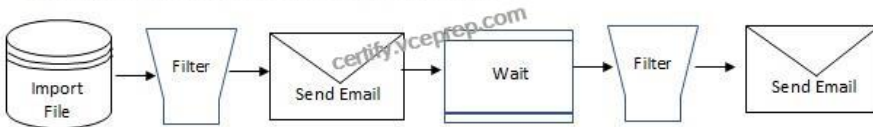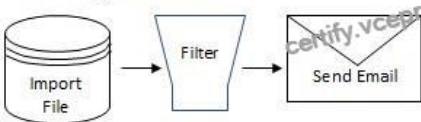Which workflow would most effectively enable NTO to do this?

A)

B)

C)

D)
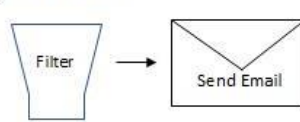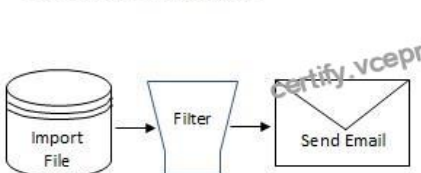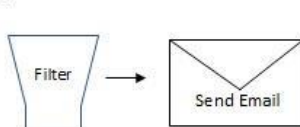
* Option A
* Option B
* Option C
* Option D

NEW QUESTION 121

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and NotSent, to ensure they are fulfilling a legal object due to the nature of their messages.

What method should be suggested in this scenario?
* Platform Events API
* Data View Export with every send
* Data Retrieves on the Send Object
* Event Notification Service

NEW QUESTION 122

ABC Company 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 two.)
* Marketing Cloud Channel Manager
* Marketing Cloud Administrator
* Marketing Cloud Email Marketing Manager
* Marketing Cloud Regional or Local Administrator
Explanation/Reference:

NEW QUESTION 123

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 three settings should be confirmed? (Choose three.)
* Reply Mail Management (RMM) is configured for the customer’s account.
* The RMM setting ‘Delete auto-replies and out-of-office replies’ is set to NO.
* An email address was provided as the Routing Address for Remaining Replies.
* The RMM setting ‘Unsubscribe Manual Requests’ is set to YES.
* The subscriber’s request contained one of the standard terms that qualify for automatic unsubscribe.

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