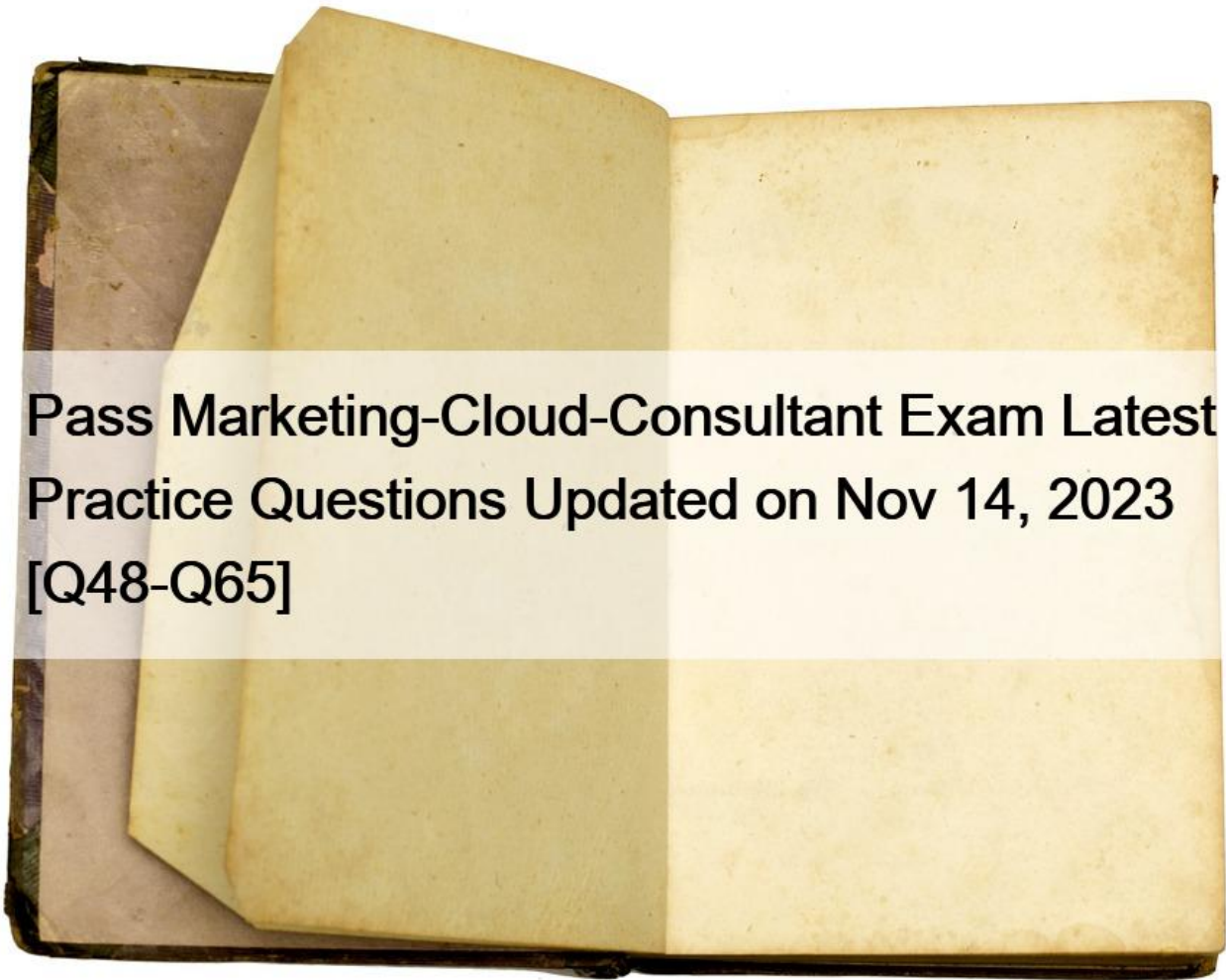


Pass Marketing-Cloud-Consultant Exam Latest Practice Questions Updated on Nov 14, 2023 [Q48-Q65]



Pass Marketing-Cloud-Consultant Exam Latest Practice Questions Updated on Nov 14, 2023 Salesforce Marketing-Cloud-Consultant Study Guide Archives

Certification Path

Salesforce Marketing Cloud Email Specialist Certification can act as a prerequisite for this exam.

NO.48 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.

NO.49 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:

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

NO.50 Northern Trail Outfitters (NTO) send emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.

How could these auto-reply messages be enabled?

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

NO.51 Northern Trail Outfitters' marketing team is new to Marketing Cloud and has very little coding experience.

They have employed a consultant to help them design an automated solution for maintaining an auto-suppression list.

Which solution should the consultant recommend?

- * Use Einstein Segment Recommendations
- * Use an import activity to import a file from the SFTP
- * Use a query activity to populate the auto-suppression
- * Use the Import Wizard in Automation Studio

Explanation

Using an import activity to import a file from the SFTP can be used to maintain an auto-suppression list. An import activity allows users to import data from a file on the Marketing Cloud FTP into a data extension or list. An auto-suppression list is a type of

exclusion list that prevents subscribers from receiving certain types of messages based on criteria such as email address, subscriber key, or domain. References:

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

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

NO.52 Northern Trail Outfitters (NTO) has been storing web behavior to a data extension for several years. They have indicated with several hundred millions of rows there has been an impact on performance. NTO indicates they only need to store data from the previous twelve months which will not exceed eighty million rows.

Which two methods would allow them to utilize a Retention Policy? (Choose 2 answers)

- * Clear data from the current data extension completely, then reconfigure a Retention Period via Email Studio.
- * Delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder.
- * Reconfigure the current data extension as-is with a Retention Period via Contact Builder.
- * Replace the current data extension with a new data extension configured with a Retention Period.

Explanation

To utilize a Retention Policy for a data extension that stores web behavior data, two methods are possible. One is to delete data from the data extension prior to twelve months ago, then configure a Retention Period via Contact Builder. This will allow the data extension to keep only the data from the previous twelve months and delete any older data automatically. The other method is to replace the current data extension with a new data extension configured with a Retention Period. This will create a new data extension with the same fields and settings as the old one, but with a Retention Period enabled. References:

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

https://help.salesforce.com/s/articleView?id=sf.mc_co_create_a_new_data_extension_from_an_existing_data_ex

NO.53 Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

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

- * Email
- * CRM ID
- * Mobile Device ID
- * Loyalty Program Number

NO.54 A daily deal website is concerned with their sender reputation and needs consistent visibility into subscribers who report their email as spam.

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

- * An automation that queries the Complaint data view.
- * An automation that generates the Unsubscribe Event Extract.
- * An automation that queries the Unsubscribe data view.
- * An automation that generates the Complaint Tracking Extract.

NO.55 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

NO.56 Northern Trail Outfitters (NTO):

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

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

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

NO.57 Northern trail Outfitters in expending globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. The wants 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

- * Leverage personalization strings within the email template to pull in language-specific content.
- * Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.
- * Leverage Concept Builder to create email templates for each individual language and populate the templates via the UI.
- * Leverage enhanced dynamic content Mocks within Content Builder to create language-specific emails.

Explanation

Two options that could be recommended for localizing email content to speak to subscribers in their own language are:

Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value. AMPscript is a scripting language that allows marketers to perform complex tasks within messages, such as looking up data from data extensions, applying conditional logic, or displaying dynamic content based on subscriber attributes or behaviors.

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

Enhanced dynamic content blocks are blocks that allow marketers to create personalized content based on rules and filters without coding.

Leveraging personalization strings within the email template will not help with localization, as they are used for inserting simple subscriber attributes or system information into messages. Leveraging Content Builder to create email templates for each individual language will not be efficient or scalable, as it will require creating and maintaining multiple templates for each message.

References:

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

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

NO.58 Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).

- * The first DE is populated by web analytics data, and does not contain a Subscriber Key or Email Address value.
- * A Customer Reference DE is updated daily and holds subscriber information.
- * The third DE is populated by a file sent to the SFTP after five days If the customer has not purchased the abandoned items.
- * The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.
- * If the web analytics file is empty, NTO does not want the automation to finish running.

Which order of activities should be used to fulfill this requirement?

- * Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- * File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one > Query Activity for file two > Data Extension Entry
- * File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two
- * Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

Explanation

A File Drop Automation with a Verification Activity can be used to fulfill the requirement of sending an email to all contacts who have signed up for its newsletter, but have not joined its loyalty program. A File Drop Automation can be used to trigger an automation when a file is uploaded to the Marketing Cloud FTP. A Verification Activity can be used to check the number of records in the file and stop the automation if the file is empty. References:

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

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

NO.59 Northern Trail Outfitters (NTO) wants to send using the From Address of marketing@email.nto.com. They will then automatically forward replies to customerservice@nto.com. NTO also wants to include an automatic reply to the customer's email address customer@example.com.

Which email address would appear as the From Address for the automatic reply to the customer?

- * customerservice@nto.com
- * reply@marketingcloud.com
- * customer@example.com
- * A marketing@email.nto.com

Explanation

The email address that would appear as the From Address for the automatic reply to the customer is reply@marketingcloud.com. This is because Northern Trail Outfitters has configured their Reply Mail Management settings to forward replies to

customerservice@nto.com and send an auto-reply message to the customer's email address. The From Address for the auto-reply message is always reply@marketingcloud.com, regardless of the original From Address or the forwarding address.
References:

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

NO.60 A bank wants to send out a series of emails to new customers that open a checking or savings account. The emails will be used to educate and inform customers regarding their current account and other bank offerings.

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

Which automated workflow meets the customer's requirements?

- * A scheduled automation which starts at 2:00 a.m. and executes Data Extract Activity > Import File Activity > SQL Query Activity > Wait Activity > Send Email Activity.
 - * A drop automation which executes File Transfer Activity > Import File Activity > SQL Query Activity > Wait Activity > Send Email Activity.
 - * A scheduled automation which starts at 2:00 a.m. and executes a File Transfer Activity > Import File Activity > SQL Query Activities > Wait Activity > Send Email Activity.
 - * A scheduled automation which starts at 12:00 a.m. and executes a File Transfer Activity > Import File Activity > SQL Query Activities > Wait Activity > Send Email Activity.
- Should start after 1:00 AM after data update. Since its encrypted so File transfer is required.

NO.61 As part of their brand guidelines, ABC Company uses a custom brand font for all print marketing materials.

ABC Company wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

- * Build an email as one image, with all text saved in the brand font.
- * Use a web-safe font for text that closely matches the brands custom font.
- * Edit an emails HTML to list the custom brand font in the style tags font-family property.
- * Build an email using multiple images, with all text saved in the brand font

NO.62 A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign.

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

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

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

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

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

- * Import File Activity > three Send Activities to the master data extension.
- * Three Send Activities to the master data extension.

- * Three Filter Activities > three Send Activities to the filtered audiences.
- * Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.

NO.63 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?

- * All mobile app users will create additional Contacts in Marketing Cloud.
- * User device data is unavailable in Contact Builder for up to 24 hours.
- * Existing users will create additional Contacts in Marketing Cloud.
- * Newly registered users will create additional Contacts in Marketing Cloud.

NO.64 A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response?

- * Responses are not sent with the Conversation Window.
- * Responses are not sent within 24 hours of the outbound message.
- * Next keyword was not specified on the outbound message.
- * Response contained `”stop”` in the message content.

Explanation

Two potential reasons for SMS responses getting the default keyword response rather than the appropriate next keyword response are:

Responses are not sent within the Conversation Window. The Conversation Window is a setting that defines how long MobileConnect waits for a response from a subscriber after sending an outbound message. If a subscriber responds after the Conversation Window expires, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

Next keyword was not specified on the outbound message. The Next Keyword is a setting that defines what keyword MobileConnect expects from a subscriber after sending an outbound message. If a subscriber responds with a different keyword than what MobileConnect expects, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.

Responses containing `“stop”` in the message content will not get the default keyword response, but rather an opt-out confirmation message. Responses sent with AMPscript in body will not affect how MobileConnect handles responses, as AMPscript is only evaluated at send time. References:

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

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

NO.65 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.

What is the duration of the Marketing-Cloud-Consultant Exam - Passing Score: 67% - Number of Questions: 60-
Format: Multiple choices, multiple answers- Length of Examination: 105 minutes **Marketing-Cloud-Consultant Questions**
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