

Salesforce.Marketing-Cloud-Consultant.v2021-12-08.q105

Exam Code:	Marketing-Cloud-Consultant
Exam Name:	Salesforce Certified Marketing Cloud Consultant
Certification Provider:	Salesforce
Free Question Number:	105
Version:	v2021-12-08
# of views:	3405
# of Questions views:	1050
https://www.freepdfdumps.com/Salesforce.Marketing-Cloud-Consultant.v2021-12-08.q105.html	

NEW QUESTION: 1

A customer wants to link web analytics data to subscriber data.
How should this be set up in Data Designer?

- A. Link to the Web Analytics SFTP
- B. Link to the Web Analytics Provider API
- C. Link to Marketing Cloud data extensions
- D. Link to the Marketing Cloud API

Answer: (SHOW ANSWER)

NEW QUESTION: 2

Northern Trail Outfitters wants to integrate Marketing Cloud with its existing point-of-sale system in order in email purchase receipt to its customers. The point-of-sale data will need to be transformed to be received by the Marketing Cloud triggered send API.
What extension product should be used to accomplish this integration?

- A. Data Connector
- B. MuleSoft Anypoint Platform
- C. Datorama
- D. Data Studio

Answer: D (LEAVE A REPLY)

NEW QUESTION: 3

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

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

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

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

*Both emails should be sent via Journey Builder.

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 4

A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history.

That database only updates once a day where new records can be created and merged.

The database uses an

"Email ID," which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.

What key issue should be addressed? Choose 3 answers

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

Answer: (SHOW ANSWER)

NEW QUESTION: 5

A marketer want to personalize an email with real-time weather information from the Sunny Sky API.

What tool should be used to parse and display the response within the email?

- A. SSJS
- B. Node.JS
- C. GTL
- D. Apex

Answer: B (LEAVE A REPLY)

NEW QUESTION: 6

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

- A. It is any database containing subscriber data.

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

If I want to introduce a new line of footwear. I am excluding anyone who does not have shoe as an attribute listed in their preference center. I plan to send the emails daily. After a short time, I notice many people updating their preferences, and less emails are going out. What is the issue causing less emails to go out?

- A. Preference center is too strict.
- B. Deliverability issues on account.
- C. Email frequency too high.
- D. High Watermark if journey builder.

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

NEW QUESTION: 8

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Data Extensions
- B. Subscriber Key
- C. Member Record
- D. Contact ID

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

A customer is starting a new children's fashion brand and wants to use a dedicated business unit within their existing Enterprise 2.0 account. They anticipate many of their current Enterprise contacts will subscribe to the children's brand, however, they want to separate subscriber opt-outs of the Enterprise and children's brands.

The customer has minimal technical resources available for implementation and support. What should a consultant recommend to meet these criteria?

- A. Select "Use separate 'Subscription Center' for this business unit" in Settings
- B. Create attributes for each child business unit in "Profile Management" to record unsubscribes
- C. Select "Subscribers will be unsubscribed from this business unity only" in Settings
- D. Create a Business Unit Filter in 'All Subscribers' List to record unsubscribes

Answer: B (LEAVE A REPLY)

NEW QUESTION: 11

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. Set up Approval Workflow and Share setting inside Marketing Cloud.
- B. Build out an internal business governance and process to support this.
- 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: D (LEAVE A REPLY)

NEW QUESTION: 12

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

Choose 2 answers

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 13

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 file drop automation which includes an Import File Activity and Send Email Activity.
- B. Create a scheduled daily automation which includes an Import File Activity and Send Email Activity.

C. Create a scheduled monthly automation which includes an Import File Activity and triggered send.

D. Create a file drop automation which includes an Import File Activity and triggered send.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 14

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. Subscribers can only appear in one Business Unit.

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

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

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 15

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 franchise owners.

B. One business unit.

C. A parent business unit for each franchise owner

D. One parent business unit and a child business unit for each franchise owners

Answer: A (LEAVE A REPLY)

NEW QUESTION: 16

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

What action should NTO take? Select One

A. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey builder.

B. Create a user-initiated message to logged-in customers to send once the website is restarted

C. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.

D. Create and send an apology email that includes a discount for a future purchase to all customers.

Answer: B (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html (161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 17

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

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

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

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

Answer: B (LEAVE A REPLY)

The right answer is: They will need to integrate with the Marketing Cloud SOAP API.

Because this is what required to meet requirement "Unsubscribes should be synchronized between senders" as well as "Engagement metrics will be passed into Marketing Cloud. "

NEW QUESTION: 18

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

C. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

D. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Answer: C (LEAVE A REPLY)

No file transfer required because there is no file encryption required.

NEW QUESTION: 19

A customer wants to configure appointment reminders for patients in their clinic. The reminder should be sent day before the appointment date at 10 a.m and the appointment record should be updated in the patient was sent a reminder email.

What solution could be recommended?

A. Create a daily scheduled automation to refresh the audience, and use Automation Studio activities to send a reminder with AMPscript in the message to update the record in Synchronized Data Extension.

B. Create a daily scheduled automation to refresh the audience, and use Data Extension entry source for a journey with activates a reminder and updates the record in CRM.

C. Create a journey with CRM data source triggered on the reminder data and use Journey Builder activities to send a reminder and update the record in Synchronized Data Extension.

D. Create a journey with CRM date based entry source, and use journey Builder activates to send a reminder and update the record in CRM.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 20

Northern Trail Outfitters (NTO) uses Marketing Cloud to connect with its individual consumers, retailers and wholesale buyers, and its corporate apparel customers. Marketing Cloud is currently configured with data extensions containing Store, Order, Product, and Contact information. NTO is in the process of implementing Data Designer and linking its data extensions.

How should consumers, retailers, and wholesale buyers be defined in Data Designer?

A. Population

B. One-to-One Relationship

C. One-to-Many Relationship

D. Many-to-Many Relationship

Answer: (SHOW ANSWER)

NEW QUESTION: 21

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

* Compiles that subscription list in a database in the website Content Management System (CMS).

- * Posts this encrypted list to Marketing Cloud nightly at 11 p.m.
- * Uses Marketing Cloud as the database of record.
- * Sends up to five emails a week based on subscriber engagement with prior sends.

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 22

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?

- A. Data View Export with every send
- B. Platform Events API
- C. Event Notification Service
- D. Data Retrieves on the Send Object

Answer: C (LEAVE A REPLY)

NEW QUESTION: 23

Northern Trail Outfitters (NTO) plans to use Contact Builder to increase the scope of customer information they can see in an effort to establish more effective 1:1 relationships. NTO has a separate instance of Salesforce Sales Cloud that serves as their current customer master database.

What action should be taken when using Contact Builder? Choose 2 answers

- A. Use Marketing Cloud Connect to include data from Sales Cloud.
- B. Create a data extension to incorporate the imported data from a Salesforce Dashboard.
- C. Combine each individual's channel contact information under one record.
- D. Conduct manual imports of customer information from Sales Cloud.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 24

What statements are correct regarding Attribute Groups?

Choose 2 answers

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 25

The Corporate Apparel Division of Northern Trail Outfitters (NTO) is moving to Marketing Cloud and will be using NTO's existing account. The Corporate Apparel team has asked for a recommendation on whether they should have a separate Business Unit.

Which consideration warrants the creation of a separate Business Unit for Corporate Apparel's instance of Marketing Cloud?

- A. Using different From Name and Email Address settings
- B. Brand guidelines for Corporate Apparel is different from NTO
- C. Sending from a separate IP Address and Domain
- D. Managing Unsubscribes for the Corporate Apparel Division only

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

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

Choose 3 answers

- A. Automation Studio allows users to inject Contacts from a data extension into an interaction in Journey Builder.
- B. Journey Builder allows users to update a contact record in an interaction or import data into a data extension.
- C. Automation Studio and Journey Builder allow users to define a wait state based on duration or duration + time.
- D. Like Automation Studio, Journey Builder allows users to repeat an interaction indefinitely
- E. Like Journey Builder, Automation Studio allows users to define the parameters for a send within the tool.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 27

How do you add a contact in contact builder? (Choose two.)

- A. Import to DE.
- B. Import to All Subscribers List.
- C. Add manually to All Subscribers.
- D. Import to MyLists.

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

NEW QUESTION: 28

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

How Should they configure these data sources?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 29

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. Match the external keys of the sender profile and data extension containing account representative details.
- 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. Pick "Choose from list," selecting the From Name and From Email values from the list of account users.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 30

What are two ways Contact builder can alter the data in Data Extensions

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

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 31

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

How should the consultant facilitate this within Contact Builder?

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

Answer: A (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html

(161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 32

What functionality is contained in Journey Builder that does NOT exist in Automation Studio?

- A. Native execution of a Server-side JavaScript activity.
- B. The option to convert a qualified Lead to a Contact.
- C. The ability to send an email to a Salesforce audience.
- D. Flexibility to wait based on duration or a specific time.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 33

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

Which two approaches should the consultant recommend?

Choose 2 answers

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

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 34

A customer wants to display a subscriber's first name and the date of send in its monthly newsletter.

Subscriber first name data is stored in a data extension that will not be used in the send definition.

Which option should be in this scenario?

- A. AMPscript
- B. SQL Query
- C. Personalization strings

D. Guide Template Language

Answer: A (LEAVE A REPLY)

NEW QUESTION: 35

Northern Trail Outfitters (NTO):

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

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 36

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

What method should be used

- A.** AMPScript a single LookupOrderRows function
- B.** AMPScript a single lookup function
- C.** Server side JavaScript a single LookupOrderedRows function
- D.** Dynamic content via the Dynamic content wizard

Answer: A (LEAVE A REPLY)

NEW QUESTION: 37

Northern Trail Outfitters (NTO) is launching a new campaign, driving it to redesign its data structure. NTO needs to change the cardinality between two data extensions inside Contact Builder.

What are two consequences of this change? Choose 2 answers

- A.** All filters created before will adapt automatically to the new cardinality.

- B.** A contact may NOT show up in the filter based on one of the data extensions.
- C.** One of the data extensions must be deleted from the attribute group in order to change the cardinality.
- D.** All scheduled sends using a filter based on one of the data extensions should be reviewed.

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

NEW QUESTION: 38

What are data extension data retention policies?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 39

A publishing company has presented the following:

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

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 40

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 3 a.m. daily.
- * The customer requires that the import completes prior to 4 a.m.
- * On average, the file will contain about two 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 into a list, using the 'update only' method.
- B.** Import the file into a list, using the 'add and update' method.

C. Import the file into a data extension, using the 'add and update' method.

D. Import the file into a data extension, using the 'overwrite' method.

Answer: (SHOW ANSWER)

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

NEW QUESTION: 41

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

* Orders: OrderID, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal.

* Order_Details: ProductID, OrderID, Qty, UnitPrice, ExtendedPrice, Discount.

* Products: ProductID, SKU, Name, Description, Cost, Price.

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

A. Create a one-to-one relationship between Orders and Order_Details.

B. Create a one-to-one relationship between the contact record and Order_Details.

C. Create a one-to-many relationship between Orders and Order_Details.

D. Create a one-to-one relationship between Order_Details and Products.

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 42

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 Channel Manager

B. Marketing Cloud Regional or Local Administrator

C. Marketing Cloud Administrator

D. Marketing Cloud Email Marketing Manager

Answer: (SHOW ANSWER)

NEW QUESTION: 43

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

In which two ways could this be accomplished? Choose 2 answers

A. Assign Administration User permissions to individual users.

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

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

NEW QUESTION: 44

Northern Trail Outfitters and its subsidiaries use Sales Cloud and Marketing Cloud to send customers frequent email communications of new products and updates on their portfolios. They have noticed the messages and branding being sent varies greatly and would like to create a better customer experience.

What extension product should be considered to unify the messaging and branding of these communications while still allowing personalization and timing of campaigns?

- A. Distributed Sending
- B. Marketing Cloud Connect
- C. Einstein Content Selection
- D. Distributed Marketing

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 45

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

How could these auto-reply messages be enabled?

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

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

NEW QUESTION: 46

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

Answer: B (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html (161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 47

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. Administrator
- C. Data Manager
- D. Content Creator

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 48

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

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

Choose 2 answers:

- A. Channel preference of customers

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

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

NEW QUESTION: 49

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: 50

ABC Company has decided to use Journey builder to launch event-driven lifecycle marketing programs. This includes personalized interactions with customers with the goal of increasing purchase frequency.

What two pieces of information would help ABC Company achieve this objective? (Choose two.)

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 51

A customer wants to send an email from Sales Cloud on behalf of the record owner.

How should the consultant meet this requirement? (Choose two.)

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

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

NEW QUESTION: 52

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 53

Northern Trail Outfitters (NTO):

- * Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.
- * Prefers NOT to use custom roles unless it is absolutely necessary.

How should a consultant create and assign roles for NTO?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 54

NTO wants not only to send to their best customers, but also those most likely to buy.

What data will be helpful to send out an email which increases purchase frequency?

Choose All that apply

- A.** proximity to store
- B.** conversion rate
- C.** lifetime purchase value
- D.** last purchase date

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

NEW QUESTION: 55

A publishing company presented the following: A need to send renewal reminders to customers whose subscribers expire in 7 days and 15 days. A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical. The customer's expiration data is included in the data filter.

Which three components should the customer's solution include?

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

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

NEW QUESTION: 56

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 57

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 the layout of the content in a content area change?
- C. What from name will be used for these emails?
- D. Will image URLs be available publicly?
- E. How often will email content be image-only with text overlaying images?

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

NEW QUESTION: 58

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

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

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

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

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

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 59

As part of their brand guidelines, NTO uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

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

- A. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- B. Use a web-safe font for text that closely matches the brand's custom font.
- C. Build an email using multiple images, with all text saved in the brand font.
- D. Build an email as one image, with all text saved in the brand font.

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

NEW QUESTION: 60

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

What method should be suggested in this scenario?

- A. Event Notification Service
- B. Data View Export with every send
- C. Platform Events API
- D. Data Retrieves on the Send Object

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 61

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. CloudPage with Smart Capture to add entrants in to a data extension
- B. Data extension with double opt-in status defined
- 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: A,B (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html (161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 62

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

Answer: (SHOW ANSWER)

NEW QUESTION: 63

Northern Trail Outfitters is noticing a gradual decline in the percentage of conversions per emails sent in their digital marketing campaign. A new initiative is being adopted to reverse the trend What action should be taken to increase subscriber engagement?

Choose 2 answers

- A. Adopt a Cart Abandonment Email Campaign.
- B. Increase volume of emails to a wider audience.
- C. Introduce more identity verification steps in check out process.
- D. Increase the use of dynamic content in emails.

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

NEW QUESTION: 64

A start-up meal delivery company recently launched in Canada to great success. Through their website, customers can order individual meal kits for up to six people or subscribe to a weekly meal kit delivery. As a new company, resources are limited, but demand is taxing their manual processes for sending out ecommerce messages, such as order confirmation and subscription confirmations.

What recommendation would best provide a scalable solution for the start-up?

- A.** An automated program to send daily transactional messages.
- B.** A triggered automation to send transactional messages.
- C.** Triggered email sends to deliver transactional messages.
- D.** A manual email send for each transactional message.

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

Triggered Automation is for file drop when exact time is not known. Triggered email send is for transactional message like order confirmation.

NEW QUESTION: 65

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

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

Which role should be assigned to the IT staff member?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 66

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

Which two recommendations should the consultant make? Choose 2 answers

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

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

NEW QUESTION: 67

Which three statements about Send Log Data is correct?

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

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

NEW QUESTION: 68

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

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

NEW QUESTION: 69

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

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

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

NEW QUESTION: 70

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

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

Choose 3 answers

- A. Track web activity from a click on an email URL back to a specific email campaign.
- B. Pass web conversion data back into Marketing Cloud for use in email reporting.

- C. Use the web analytics platform to trigger behavioral remarketing emails.
- D. Recognize web traffic as originating from email instead of another channel.
- E. Match subscribers to web activity by passing Subscriber ID through email links.

Answer: (SHOW ANSWER)

NEW QUESTION: 71

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.

What method should be used?

- A. Dynamic content via the Dynamic Content Wizard.
- B. AMPscript a single Lookup Function.
- C. Server side JavaScript a single LookupOrderedRows Function.
- D. AMPscript a single LookupOrderRows Function.

Answer: D (LEAVE A REPLY)

AMPscript can simply and efficiently handle inline personalization or simple IF ELSE statements. Dynamic content is a set of predefined content elements that are displayed based on the value a specific recipient bears in a specific field / attribute AMPscript Lookup rows fetch dynamically content from a data extension based on the attribute that serves as the key value.

NEW QUESTION: 72

Northern Trail Outfitters (NTO) wants to use Marketing Cloud to solicit customer service feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in Service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.

What approach would a consultant recommend?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 73

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

* Data for the campaign will be in two data extensions: Customer and New Accounts

* The Customer data extension is currently used for multiple campaigns and is updated at 1:00 a.m.

* The New Accounts data is encrypted and will be placed on the FTP at 10:00 p.m.

Which automated workflow meets the customer's requirements?

A. A scheduled automation that starts at 2:00 a.m. that executes File Transfer Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.

B. A scheduled automation that starts at 2:00 a.m. that executes Data Extract Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.

C. A scheduled automation that starts at 12:00 a.m. and executes a File Transfer Activity, Import Activity, Query Activities, Wait Activity, and Send Email Activity.

D. A triggered automation that executes File Transfer Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.

Answer: (SHOW ANSWER)

NEW QUESTION: 74

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

Which three steps should the consultant use in the solution

A. Create the triggered send definition in the sales cloud

B. Enable triggered sends on the Lead object in configuration

C. Create the triggered send definition in the marketing cloud

D. Write an Apex Trigger on the Lead object

E. Put a SOAP API in place via the marketing cloud API

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

NEW QUESTION: 75

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

What product should be recommended?

A. Web Analytics Connector

B. Google Analytics 360

C. Data Studio

D. Audience Studio

Answer: C (LEAVE A REPLY)

NEW QUESTION: 76

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

In which two ways should this segment be created?

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

Answer: A (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html (161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 77

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?

- A. A parent business unit for each franchise owner
- B. One parent business unit and a child business unit for franchise owners.
- C. One parent business unit and a child business unit for each franchise owners
- D. One business unit.

Answer: (SHOW ANSWER)

NEW QUESTION: 78

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

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

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

NEW QUESTION: 79

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

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

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

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

NEW QUESTION: 80

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 found in Tracking and some standard reports.
- C. Tracking aliases are associated with a URL in HTML as: tag="alias text".
- D. Tracking aliases are primarily relevant when used with email conversion tracking.

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

NEW QUESTION: 81

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

How should the consultant meet this requirement?

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

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

NEW QUESTION: 82

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

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

- A. The Shipment object requires a Lookup to Lead or Contact.
- B. The Shipment object is on the Account Related List.

- C. An Apex Trigger is created on the Shipment object.
- D. There is a Master Detail Relationship from Contact to Shipment.

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 83

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?

- A. Use a query activity to populate the auto-suppression
- B. Use Einstein Segment Recommendations
- C. Use the Import Wizard in Automation Studio
- D. Use an import activity to import a file from the SFTP

Answer: A (LEAVE A REPLY)

NEW QUESTION: 84

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

How should the consultant approach this requirement?

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

Answer: B (LEAVE A REPLY)

Sometime Create a custom report type is also an option.

NEW QUESTION: 85

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. Tokenized Sending should be combined with field-level data encryption for additional security.
- D. Service Level Agreements for email sends are unsupported with the inclusion of outside servers.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 86

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

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

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

Answer: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 87

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. Info Capture
- B. Test Response
- C. Outbound
- D. Data Capture

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

NEW QUESTION: 88

Which two statements about a database of record are correct?

Choose 2 answers:

- A. A database of record is system in which subscriber's status is maintained

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

Answer: (SHOW ANSWER)

NEW QUESTION: 89

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 90

A customer needs to link demographic information to its model in Contact Builder.
What type of relationship should be used?

- A. Many-to-One
- B. One-to-One
- C. One-to-Many
- D. Many-to-Many

Answer: (SHOW ANSWER)

NEW QUESTION: 91

A customer wants to create a journey with the goal of making users activate their accounts within 72 h of registration. New account registrations are stored in a data extension via an API call with a Boolean field indicating whether the subscriber has activated their account. The journey should send activation reminder emails 24 and 48 h after creating an account. The user exits the journey if they activate their account.

Which activities should be included in the customer's journey?

- A. 24 hour Wait > Decision Split > Send Email > 48 hour Wait > Decision Split > Send Email
- B. Decision Split > 24 hour Wait > Send Email > Decision Split > 24 hour Wait > Send Email
- C. Decision Split > 24 hour Wait > Send Email > Decision Split > 48 hour Wait > Send Email
- D. 24 hour Wait > Decision Split > Send Email > 24 hour Wait > Decision Split > Send Email

Answer: D (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html (161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 92

A retail company does business in both the United States and Canada. They also 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.

What question should be asked to determine a data/segmentation strategy?

Choose 2 answers

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 93

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

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

Answer: B (LEAVE A REPLY)

The answer should be data extensions because we can create data relationships using data extension.

NEW QUESTION: 94

Which two statements about a database of record are correct? Choose 2 answers

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 95

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

- * The file will be uploaded to the customer's Enhanced FTP automatically at 3AM daily.
- * The customer requires that the import completes prior to 4AM.
- * On average, the file will contain about 2 million rows of data each day.

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 96

A customer manages their field technicians in Salesforce CRM connected to Marketing Cloud. Once an appointment with a contact is scheduled for the technician through CRM, the notification message should be sent to the contact informing them about the scheduled visit date. When the notification is sent the

"Confirmation sent" checkbox on the appointment record should be updated in CRM.

All appointments scheduled on a given day will have their status updated in CRM at the end of business hours.

The Appointment object does not have a direct relationship with the contact.

What solution would a consultant recommend to address this use case?

- A.** Configure journey with Salesforce Data entry source; use Journey Builder activities to send notification and update CRM record(s)
- B.** Configure Salesforce Send with Salesforce data extension, using Automation Studio activities to refresh the audience; send notification and SSJS activity to update CRM record(s)
- C.** Configure journey with API Event entry source, Process Builder to trigger event; use Journey Builder activities to send notification and update CRM record(s)
- D.** Configure journey with Data Extension entry source; use Automation Studio activities to refresh the audience and Journey Builder activities to send notification and update CRM record(s)

Answer: C (LEAVE A REPLY)

NEW QUESTION: 97

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

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

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

Choose 2 answers

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

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 98

Northern Trail Outfitters (NTO) plans to use Contact Builder to increase the scope of customer information they can see in an effort to establish more effective 1:1 relationships. Northern Trail Outfitters (NTO) has a separate instance of Sales Cloud serving as its current customer master database.

What two actions should be taken when using Contact Builder? (Choose two.)

- A. Conduct manual imports of customer information from Sales Cloud.
- B. Create a data extension to incorporate the imported data from Dashboard.
- C. Combine each individual's channel contact information under one record.
- D. Use Marketing Cloud Connect to include data from Sales Cloud.

Answer: (SHOW ANSWER)

Explanation/Reference:

NEW QUESTION: 99

Customer Event:

* gather data through a tablet-based webform as part of a raffle into a data extension.

* Winner is randomly selected.

* After the event, an email should be sent to the participants to gather opt ins for marketing emails.

Define 2 things necessary:

- A. Send email activity which contains a link to subscription center
- B. WebCollect
- C. data extension with opt in status
- D. SmartCapture

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 100

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

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

NEW QUESTION: 101

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

Answer:

Use a marketing cloud data extension

NEW QUESTION: 102

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

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

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

NEW QUESTION: 103

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 104

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 three questions are relevant to identify strategies for designing the custom template for the customer's daily promotional email? (Choose three.)

- A. Will image URLs be available publicly?

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

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

NEW QUESTION: 105

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.

How should this distributor-specific sender profile be configured in the Marketing Cloud?

Choose 2 answers

- A. Pick "Choose from list," selecting the from name and from email values from the list of account users.
- B. Populate substitution strings in the sender profile for the profile attributes containing from name and from email values.
- C. Match the external keys of the sender profile and data extension containing account representative details.
- D. Utilize data extension AMPScript lookups to dynamically populate the from name and from email values.

Answer: B,D (LEAVE A REPLY)

Valid Marketing-Cloud-Consultant Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Consultant Exam! Actual4test.com now offer the **newest Marketing-Cloud-Consultant exam dumps**, the Actual4test.com Marketing-Cloud-Consultant exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Consultant dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Consultant_examcollection.html (161 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)