

DUMPS ARENA

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Salesforce Certified-Marketing-Cloud-Consultant

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QUESTION NO: 1

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

How should they connect the data?

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

ANSWER: C**QUESTION NO: 2**

Which three statements are correct regarding the automation tools in Marketing Cloud? (Choose three.)

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

ANSWER: A D E**QUESTION NO: 3**

Northern Trail Outfitters is sending email messages using Marketing Cloud Connect through the Sales Cloud user interface. All of their sends initiated from Sales Cloud have a status of failed.

What should the consultant do to diagnose the issue?

- A. Ensure the System User is assigned the Standard User Profile.
- B. Change the connection option to Scope by User.
- C. Initiate a log to troubleshoot package-related API calls.
- D. Manually clear the OAuth token to refresh the connection.

ANSWER: C

QUESTION NO: 4

When joining a data extension in Contact Builder, in which scenario should a consultant mark the Use as Root checkbox?

- A. Supplemental data for an interaction in Journey Builder.
- B. One-to-Many Relationship to the Contact Record.
- C. Data for both Email and MobileConnect sends.
- D. Database of record other than All Subscribers.

ANSWER: D

QUESTION NO: 5

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. Use an automation with Tracking Extract.
- C. Create an Analytics Builder Discover report.
- D. Query the _sent Data View for the contact's send status.

ANSWER: B

QUESTION NO: 6

Northern Trail Outfitters upgraded their Marketing Cloud account which now includes a Sender Authentication Package (SAP), They send regularly 300,000

What should they be aware of with respect to sender reputation?

- A. They should have one dedicated IP address for every 100,000 messages send per month.
- B. They should have a shared IP since their volume is under 500,000 messages per month.
- C. They should have one SAP for transactional sends and another for commercial sends.
- D. They should send at least 250,000 messages per month to maintain their sender reputation.

ANSWER: D

QUESTION NO: 7

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

What method should the team use?

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

ANSWER: D**QUESTION NO: 8**

Northern Trail Outfitters has been using Marketing Cloud for one of their brands for the last year and wants to migrate another brand to their portfolio. The two brands have contrasting target groups and identities so they need the emails and landing pages to have different styles that refrain from mentioning the other brand in any way.

What should be recommended?

- A. Create a new business unit for the new brand.
- B. Request a second SAP for the existing business unit.
- C. Request a Private Domain to be added to the existing business unit.
- D. Implement a new SSL Certificate for the new brand.

ANSWER: C**Explanation:**

A Private Domain is an email address that is separate from the main domain and allows for the creation of campaign-specific email addresses, which can then be used to target distinct audiences. This would allow Northern Trail Outfitters to create emails and landing pages specific to each brand without having both brands associated with the same domain, thus preventing any overlap or confusion between the two. Additionally, a Private Domain can help ensure deliverability and compliance, as it allows for more granular control over the sending domain.

QUESTION NO: 9

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

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

- A. %%view_as_webpage%%

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

ANSWER: B

Explanation:

This personalization string is used to direct a subscriber to a web version of the email, allowing them to view the email online even if their email client does not support HTML. For more information on personalization strings, please see the documentation here: https://help.salesforce.com/articleView?id=mc_es_personalization_strings.htm&type=5.

QUESTION NO: 10

Customer Event gathers 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 two things necessary. (Choose two.)

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

ANSWER: B D

Explanation:

Smart capture works with DE and Web collect works in List.

QUESTION NO: 11

A company is hosting a series of events and wants its customers who register to enter into a journey.

Which two methods are viable configurations for entry? (Choose two.)

- A. A form hosted on the company website that fires the entry event via SOAP API.
- B. A form hosted on the company website that fires the entry event via REST API.
- C. A SmartCapture form hosted in CloudPages that updates a Profile attribute.
- D. A SmartCapture form hosted in CloudPage that populates the entry source.

ANSWER: B D

QUESTION NO: 12

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.)

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

ANSWER: A B

QUESTION NO: 13

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

Which two data views would they use to achieve this? (Choose two.)

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

ANSWER: C D

Explanation:

Reference: [https://help.salesforce.com/articleView?](https://help.salesforce.com/articleView?id=sf.mc_as_data_view_businessunitunsubscribes.htm&type=5)

[id=sf.mc_as_data_view_businessunitunsubscribes.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_as_data_view_businessunitunsubscribes.htm&type=5)

QUESTION NO: 14

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

Which two considerations should be made?

Choose 2 answers

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

ANSWER: B C

QUESTION NO: 15

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)

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

ANSWER: B C