M ARKETING-CLOUD-CONSULTANT^{Q&As}

Salesforce Certified Marketing Cloud Consultant

Pass Salesforce MARKETING-CLOUD-CONSULTANT Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.pass2lead.com/marketing-cloud-consultant.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce Official Exam Center

QUESTION 1

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. Node.JS

B. Apex

C. SSJS

D. GTL

Correct Answer: A

QUESTION 2

A large retail group consists of a corporate team and several divisions operating under different brand names. All plan to share one Marketing Cloud account. Each brand has its own marketing department and operates independently, with its own creative assets, subscribers, and data structure.

What are the two reasons why the recommended account configuration is one corporate Parent account, with each brand configured as a separate child Business Unit? Choose 2 answers

A. Email sends can be separated into Tracking folders for each brand.

B. User roles can be customized to allow or deny specific permissions.

C. Subscribers can be maintained at the Business Unit level.

D. Brands can set their own physical address and SAP.

Correct Answer: CD

QUESTION 3

A marketer at Northern Trail Outfitters (NTO) wants to send important updates to customers about products they have previously purchased. The marketer has little experience with coding. Also, the information is spread across multiple data extensions and is imported nightly from NTO\'s e-commerce platform - Contacts, Orders, Order Items, and Products.

Which design should a consultant recommend for segmentation?

A. Combine the data outside of Marketing Cloud and upload it into a Sendable Data Extension.

B. Establish data relationships and create Data Filters for the marketer to modify.

C. Create SQL Query Activities for the marketer to modify.

D. Link the data extensions in an Attribute Group.

Correct Answer: B

QUESTION 4

Northern Trail Outfitters wants to set up an automation that imports a file and sends an email to the contacts when the file is dropped on the SFTP. The name of the file will change, though it will always start with thankyou_customers.

How would they set up the Import Activity to know the name of the file?

A. Filename is automatically passed to Import Activity with File Drop Automations

B. Set File Naming Pattern to %%AUTOMATED_FILENAME%%

C. Check the `Use filename from Automation\\' checkbox

D. Set File Naming Pattern to %%BASEFILENAME_FROM_TRIGGER%%

Correct Answer: D

Reference: https://help.salesforce.com/articleView?
id=sf.mc_as_ftp_and_triggered_automation_scenario.htmandtype=5

QUESTION 5

Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).

1.

The first DE is populated by web analytics data, and does not contain a Subscriber Key or Email Address value.

2.

A Customer Reference DE is updated daily and holds subscriber information.

3.

The third DE is populated by a file sent to the SFTP after five days If the customer has not purchased the abandoned items.

4.

The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.

5.

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?

A. Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

B. File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one > Query Activity for file two > Data Extension Entry

C. File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two

D. Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

Correct Answer: B

MARKETING-CLOUD-CONSULTANT PDF Dumps   MARKETING-CLOUD-CONSULTANT Study Guide   MARKETING-CLOUD-CONSULTANT Braindumps