

# M ARKETING-CLOUD-CONSULTANT<sup>Q&As</sup>

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### QUESTION 1

Northern Trail Outfitters wants to query Marketing Cloud for send data across SMS, Push, and email. What would a consultant recommend?

- A. Contact History
- B. Send Logs
- C. Tracking Extracts
- D. \_Send Data Views

Correct Answer: B

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### QUESTION 2

Northern Trail Outfitters is interested in a solution to automate a process. They currently pull data into a spreadsheet to import into a data extension for sending. The data warehouse can be configured to place a file daily on an SFTP.

Which three questions are relevant to determining a solution? (Choose three.)

- A. Does someone need to be notified if an error happens on import?
- B. Will the file have more than 5,000 rows?
- C. Does the file have demographic data?
- D. Is the data file a delta or a historical file?
- E. Will the data file be placed on the SFTP at the same time daily?

Correct Answer: ADE

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### QUESTION 3

Northern Trail Outfitters maintains their primary customer identity in their ERP system but manages their customer service via Service Cloud. Customer data is updated in real-time based on changes in the ERP, and the ERP customer ID serves as the Customer Key. They want to leverage Synchronized Data Extensions to import data about cases from Service Cloud every 15 minutes.

What consideration should be made before implementing this solution?

- A. Moving to use the email address as the contact key would simplify the integration since it is common to both systems.
- B. Marketing Cloud will deduplicate customers based on their email address, meaning some customers may be overwritten or not receive email.

- C. The number of contacts added to the instance will be approximately twice as large by using this integration pattern.
- D. They will have to migrate to use Service Cloud IDs, such as the Contact ID, as the contact key instead of ERP IDs.

Correct Answer: D

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#### QUESTION 4

A company collects subscriptions on its websites. 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.

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

- A. File Transfer > Import File > Measures > Send Email
- B. File Transfer > Import File > SQL Query > Send Email
- C. File Transfer > SQL Query > Measures > Send Email
- D. File Transfer > Data Extract > Filters > Send Email

Correct Answer: B

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#### QUESTION 5

Northern Trail Outfitters (NTO) wants to send an email to all Contacts who have signed up for its newsletter, but have not joined its loyalty program. NTO has created a report in Sales Cloud which it will select using a Send Flow in Content Builder.

Which field name should be included in the report in addition to email address?

- A. Individual ID
- B. Contact ID
- C. CampaignMember ID
- D. External ID

Correct Answer: B

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