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Salesforce Certified Marketing Cloud Consultant Exam (SP24)

Salesforce Certified-Marketing-Cloud-Consultant

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QUESTION NO: 1

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

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

ANSWER: A C

QUESTION NO: 2

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest-value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should they use to create an audience for this campaign? (Choose three.)

- A. Conversion Rate
- B. Last Purchase Date
- C. Ages in Household
- D. Proximity to Store
- E. Lifetime Purchase Value

ANSWER: A B E

QUESTION NO: 3

Which three statements about Send Log data are correct? (Choose three.)

- A. Can be included in measures and filters.
- B. Can be stored for a set period of time.
- C. Can be accessed via SQL Query Activities.
- D. Can be added to a standard data view.

E. Can be incorporated into standard reports.

ANSWER: A B C

QUESTION NO: 4

Northern Trail Outfitters (NTO) wants to implement a cross-channel automated marketing solution that provides real-time messaging on a customer by customer basis. They have limited resources to manage this on their own once the initial implementation has been completed.

Which three details should be verified to properly guide a solution they can manage after the initial implementation? (Choose three.)

- A. Does NTO have personnel to configure the (sub)domain for sending emails?
- B. Is the necessary data currently stored in a centralized location?
- C. Does NTO have people with Marketing Cloud skills and/or certifications within the team?
- D. Does NTO need a declarative-only approach?
- E. What size should the team responsible for the implementation after go-live be?

ANSWER: A C E

QUESTION NO: 5

Northern Trail Outfitters wants to include the body of marketing email replies captured by Reply Mail Management (RMM) within auto-forwarded messages to their Customer Success team.

How could they accomplish this?

- A. Check the "Include Replies as Attachments" box in the RMM settings.
- B. Use RMM dynamic content blocks to render the email reply body.
- C. Query the RMM data view for the reply body and reference it from a data extension.
- D. Use RMM personalization strings to render the email reply body.

ANSWER: D

QUESTION NO: 6

A marketer wants to capture open-ended feedback from customers via SMS and write it to a data extension.

How could MobileConnect be used to accomplish this?

- A. Use an outbound message template with embedded AMPscript to capture the response.
- B. Use an info capture message template to capture the response.
- C. Use a text-response message template with embedded AMPscript to capture the response.
- D. Use a vote/survey message template to capture the response.

ANSWER: B

Explanation:

Reference: <https://salesforce.stackexchange.com/questions/224736/sms-response-tracking-inmarketing-cloud>

QUESTION NO: 7

A customer is creating a re-engagement campaign. The campaign only targets subscribers who have had emails fail at send time due to held status within the last 60 days. The goal is to send an SMS to the subscribers asking them if they want to update their email address.

What should a consultant recommend to meet the criteria?

- A. Use SQL Query and File Transfer activities from Automation Studio to inject the subscribers into an API Event used as an Entry Source by Journey Builder.
- B. Use Tracking Extract, File Transfer, and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.
- C. Use SQL Query and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.
- D. Use Data Extension Extract and Import activities from Automation Studio to inject the subscriber into a CloudPage used as an Entry Source by Journey Builder.

ANSWER: D

QUESTION NO: 8

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.

ANSWER: B

QUESTION NO: 9

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?

ANSWER: B D E

QUESTION NO: 10

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

ANSWER: B

QUESTION NO: 11

Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?

- A. Use exclusion lists for the send - excluding those that already were sent the email
- B. Use a SQL Query to filter the audience into a new data extension that is overwritten each day
- C. Use SQL Query to filter the audience into a new data extension that is upserted every day
- D. Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context

ANSWER: D

Explanation:

Reference: <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmaticcontent.meta/mc-programmatic-content/sendTimeContent.htm>

QUESTION NO: 12

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: 13

ABC Company 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 constant influx of new users and would like to speed up the turnaround of granting new users access to the Marketing Cloud.

In what two ways can this be accomplished? (Choose two.)

- A. Assign Channel Managers the role of Marketing Cloud Analyst.

- B. Assign Administration User permissions to individual users.
- C. Assign Administration User permissions to the Channel Manager role.
- D. Assign Administration User permissions to each business unit.

ANSWER: C D

QUESTION NO: 14

Northern Trail Outfitters is sending Salesforce Triggered Sends using Marketing Cloud Connect. The sends have a status of failed.

What should the consultant do to diagnose the issue?

- A. Review Apex Jobs within Set Up in Sales Cloud.
- B. Manually clear the OAuth token to refresh the connection.
- C. Change the connection option to Scope by User.
- D. Ensure the System User is assigned the Standard User Profile.

ANSWER: B

QUESTION NO: 15

By which three standard methods could contacts be injected into a journey? (Choose three.)

- A. Predictive Intelligence Event
- B. Sales / Service Cloud Event
- C. Date-Based Event
- D. Mobile Response Event
- E. CloudPages Form Submit Event

ANSWER: B C E