

Exam **Salesforce MARKETING CLOUD
CONSULTANT**

Title **Salesforce Certified Marketing Cloud
Consultant Exam**

**Product
Type** **185 Q&A with explanations**

Exam A

QUESTION 1

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 SFTP at 10:00 p.m.

Which automated workflow meets the customers' requirements?

- A. A scheduled automation which starts at 2:00 a.m. and executes Data Extract Activity > Import File Activity > SQL Query Activity > Wait Activity > Send Email Activity.
- B. A drop automation which executes File Transfer Activity > Import File Activity > SQL Query Activity > Wait Activity > Send Email Activity.
- C. A scheduled automation which starts at 2:00 a.m. and executes a File Transfer Activity > Import File Activity > SQL Query Activities > Wait Activity > Send Email Activity.
- D. A scheduled automation which starts at 12:00 a.m. and executes a File Transfer Activity > Import File Activity > SQL Query Activities > Wait Activity > Send Email Activity.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

Should start after 1:00 AM after data update. Since its encrypted so File transfer is required.

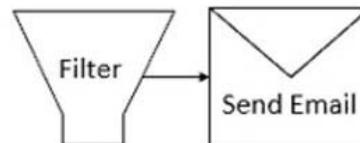
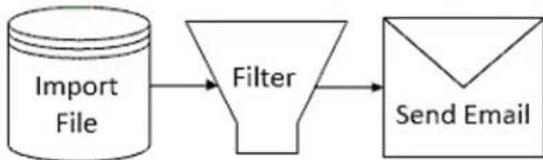
QUESTION 2

ABC Company wants to automate the sending of shipping notices and a customer survey.

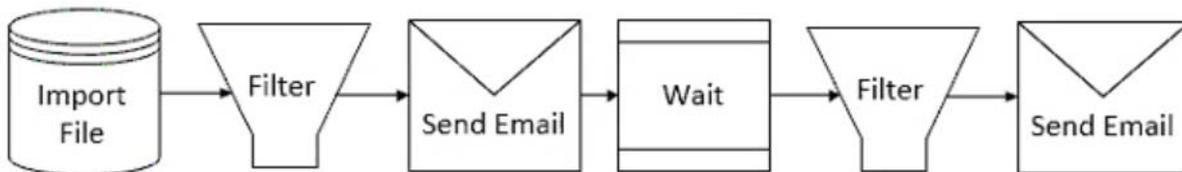
- Shipping notices will be sent once a day.
- The shipping file will be placed on the FTP some time after 4:00 p.m.
- The shipping data will be sorted in the Shipping Notice data extension.
- A field in the data extension will contain the shipping date.
- The survey needs to be sent at 9:00 a.m., exactly 10 days after the customer's order ships.

Which workflow would most effectively enable ABC Company to do this?

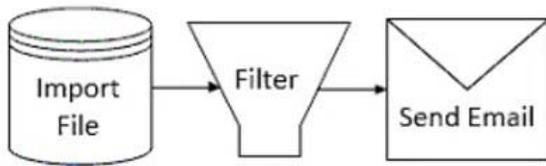
- A. Automation 1: Scheduled to run daily at 7:00 PM Automation 2: Scheduled to run daily at 9:00 AM



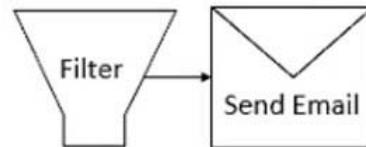
- B. Automation 1: Scheduled to run daily at 7:00 PM



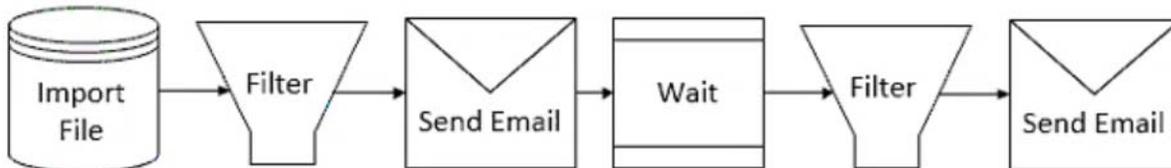
C. Automation 1: Triggered



Automation 2: Scheduled to run daily at 9:00 AM



D. Automation 1: Triggered



Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 3

During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- Customer data will be fully refreshed every night via Import File Activity from the customer's data warehouse.
- Contact records will be augmented by relational data tables via Contact Builder.
- Customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- A. Data extensions are necessary for Contact Builder.
- B. Data extensions allow for add/update Import File Activity.
- C. Data extensions can store HTML code as an attribute.
- D. Data extensions support Customer ID to be used as Subscriber Key.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 4

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

Which two recommendations should the consultant make? (Choose two.)

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