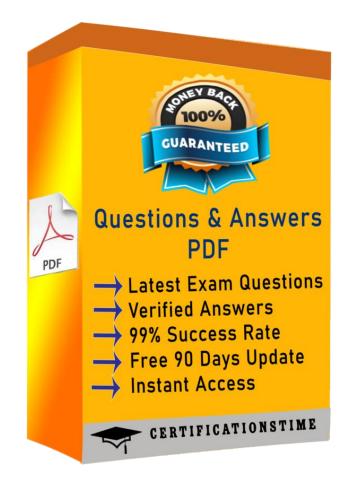




Salesforce

# Exam Questions Marketing-Cloud-Consultant

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### **QUESTION 1**

Northern Trail Outfitters is noticing a gradual decline in the percentage of conversions per emails sent in their

digital marketing campaign. A new initiative is being adopted to reverse the trend

What action should be taken to increase subscriber engagement?

Choose 2 answers

A. Increase volume of emails to a wider audience.

B. Increase the use of dynamic content in emails.

- C. Adopt a Cart Abandonment Email Campaign.
- D. Introduce more identity verification steps in check out process.

Correct Answer: B,C

## **QUESTION 2**

NTO has scenario of a journey for "post-purchasing communication": which re-entry setting is

correct?

A. no reentry

- B. reentry anytime
- C. reentry only after exiting
- D. reentry after time

Correct Answer: B

### **QUESTION 3**

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

\* Emails will be built using a custom dynamic template for these messages.

\* Links will vary over time and across campaigns.

\* Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.

\* Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

- A. AMPscript
- B. SSJS
- C. SQL
- D. HTML

Correct Answer: A

### **QUESTION 4**

\Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional

emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take to create Send Classifications? Choose 2 answers

- A. Define a Sender Profile
- B. Define a Subscriber-specific From Name
- C. Define custom Reply Mail Management

D. Define a Delivery Profile Correct Answer: A,D

#### **QUESTION 5**

A consulting has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed. Which import type should be used?

A. Overwrite

B. Add Only

C. Add/Update

D. Update Only

Correct Answer: C

#### **QUESTION 6**

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Customer Event:

- \* gather 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 2 things necessary:
- A. data extension with opt in status
- B. Send email activity which contains a link to subscription center
- C. WebCollect
- D. SmartCapture

Correct Answer: B,D

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