



**Salesforce**

## **Exam Questions Marketing-Cloud-Consultant**

Salesforce Certified 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



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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