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Exam : **Certified Marketing Cloud Consultant**

Title : Salesforce Certified Marketing Cloud Consultant Exam

Version : DEMO

1.Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce. Which two reasons could be the cause? Choose 2 answers
A. Synchronized Data Sources only push data every 15 minutes
B. ContactID was used as Subscriber Key
C. Email Address was used as Subscriber Key
D. Individual Level Tracking was not selected in Marketing Cloud Configuration
Answer: B,D
Explanation:
To track clicks on Contact records in Salesforce, two requirements must be met:
- The subscriber key must match the ContactID field in Salesforce.
- The individual level tracking option must be selected in Marketing Cloud configuration.

If either of these requirements is not met, clicks will not show up on Contact records.
References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect_configuration.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key_guidelines_for_marketing_cloud_connect.htm&type=5

2.Northern Trail Outfitters (NTO) is the holding company of three subsidiaries: Universal Containers, Ursa Major Solar, and Cloud Kicks. NTO recently purchased Marketing Cloud and has asked its consultant to recommend a scalable business unit (BU) hierarchy. They don't plan on executing any marketing campaigns on behalf of the NTO holding company, but NTO employees would like access to all subscribers and aggregate reporting. Additionally, each subsidiary business will be regularly running campaigns and should have their own branding, content, and subscribers.
Which solution should the consultant recommend?
A. One parent BU and two child BUs with their own Sender Authentication Packages.
B. One parent BU with three additional private domains.
C. One parent BU and one child BU
D. One parent BU and three child BUs with their own Sender Authentication Packages.
Answer: D
Explanation:
To recommend a scalable business unit hierarchy for Northern Trail Outfitters and its three subsidiaries, the consultant should suggest one parent BU and three child BUs with their own Sender Authentication Packages. This will allow each subsidiary business to have their own branding, content, and subscribers, as well as access to aggregate reporting and shared subscribers from the parent BU. Each child BU should have its own Sender Authentication Package to authenticate its email sends with its own domain and branding.
References:
https://help.salesforce.com/s/articleView?id=sf.mc_co_business_unit_setup.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5

3.A B2B customer has customized journeys they want to use for several key accounts they are trying to sell into.
How could Marketing Cloud Connect be used to initiate these sends when contacts for select accounts

are created?
A. Salesforce Campaign Entry Source on the Lead Object
B. Salesforce Data Entry Source on the Contact Object
C. Salesforce Data Entry Source on the Account Object
D. Welcome Email Configuration on the Account Object
Answer: B
Explanation:
To initiate sends when contacts for select accounts are created, Northern Trail Outfitters should use a Salesforce Data Entry Source on the Contact Object. A Salesforce Data Entry Source is a feature that allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as contacts or accounts. Using a Salesforce Data Entry Source on the Contact Object will allow Northern Trail Outfitters to trigger sends when a contact record is created for a specific account.
References: https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5

4.Nothern Trail Outfitters wants to enable Sales Cloud users to manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder.
What should a consultant recommend for segmentation?
A. Salesforce Data Extension
B. Salesforce Report
C. Synchronized Data Extension
D. Salesforce Campaign
Answer: D
Explanation:
To manually create a segment of both lead and contact records that can be targeted through the Send Flow in Content Builder, Northern Trail Outfitters should use a Salesforce Campaign. A Salesforce Campaign is an object in Sales Cloud that allows marketers to group leads or contacts for a specific marketing initiative, such as an email campaign. A Salesforce Campaign can be used as a target audience in Marketing Cloud using the Send Flow in Content Builder.
References:
https://help.salesforce.com/s/articleView?id=sf.campaigns_overview.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_co_send_flow.htm&type=5

5.Northern Trail Outfitters uses separate Marketing Cloud accounts as environments for development, UAT, and production. They want to test all automations and Journeys In each environment prior to launching in production.
Which extension product should be used to speed up the migration of data extensions and Journey Builder configurations between each environment?
A. Configuration Manager
B. Change Sets
C. Deployment Manager
D. Ant Migration Tool
Answer: C
Explanation:
The Deployment Manager extension product can be used to speed up the migration of data extensions

and Journey Builder configurations between each environment. The Deployment Manager allows users to create packages of Marketing Cloud assets and deploy them across different business units or accounts. The Deployment Manager supports data extensions and journeys as well as other assets such as emails, templates, automations, and content blocks.
References: https://help.salesforce.com/s/articleView?id=sf.mc_de_deployment_manager.htm&type=5