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**Exam** : **Marketing-Cloud-Consultant**

**Title** : Salesforce Certified Marketing  
Cloud Consultant

**Vendor** : Salesforce

**Version** : DEMO

**NO.1** Which data object should be used in conjunction with data extensions to create an opt- down strategy for customers?

- A.** Publication Lists
- B.** Preference Lists
- C.** Preference attributes
- D.** Profile attributes

**Answer:** A

**NO.2** NTO has to import a file that will be different every time. What method should be used?

- A.** Update
- B.** Overwrite
- C.** Add Only
- D.** Add and Update

**Answer:** B

**NO.3** A customer wants to set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud. They are currently in the process of hiring a full-time developer but want an implementation in place for the developer to maintain. What should the customer have in place to ensure this solution can be implemented?

- A.** An Interaction Studio instance to ingest their data
- B.** An external system to receive and confirm callback and subscriptions
- C.** A Datorama instance to ingest their data
- D.** A Transactional Journey with the Not Sent Notification activity included

**Answer:** B

**NO.4** A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make? Choose 2 answers

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

**Answer:** A,C

**NO.5** Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension. Which two steps should they include to accomplish this journey?

- A.** Utilize Entry Data on a Decision Split within Journey Builder.
- B.** Create a Data Relationship in Email Studio to relate the two data extensions.
- C.** Use Data Designer in Contact Builder to relate the two data extensions.

**D.** Configure activities within Automation Studio to update the purchase data.

**Answer:** A,B

**NO.6** An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contacts who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMPscript.

The company collects the following information:

\*Customer data (email address, first name, last name....)

\*Event registration (email address, event ID, event name, event type, venue ID....)

\*Venue details (venue ID, venue name, venue address....)

\*Payment details (email address, event ID, total paid....)

The company does NOT want to link everything in Contact Builder. Which two data extensions should be incorporated inside Contact Builder? Choose 2 answers

**A.** Customer Data

**B.** Venue Details

**C.** Payment Details

**D.** Event Registration

**Answer:** A,D

**NO.7** When more than one subscriber email address field is created within Contact Builder, what action tells the platform which email address to prioritize in the Email application?

**A.** Create a new Attribute Group referencing all email address fields in Data Designer.

**B.** Create a new Import to populate subscriber email addresses into All Subscribers.

**C.** Add all email address fields into the Mobile Application and Predictive Intelligence Applications.

**D.** Add all email address fields into the Contact Configuration screen in the correct order

**Answer:** D

**NO.8** An online retail customer needs daily promotional email content to generate with minimal time spent on creation. Their service contract includes building a custom dynamic template for this purpose. The customer has communicated the following:

\* The email content will highlight new inventory each day.

\* A small team will run both their digital marketing operations and their email program.

\* A user needs to build, test, and send a daily email in less than an hour.

\* Images for the emails will be hosted on their website CMS.

Which question is relevant to identify strategies for designing the custom template for the customer's daily promotional email? Choose 3 answers

**A.** Will image URLs be available publicly?

**B.** What is the maximum file size of the images being used?

**C.** How often will the layout of the content in a content area change?

**D.** What From Name will be used for these emails?

**E.** How often will email content be image-only with text overlaying images?

**Answer:** A,B,C

**NO.9** What are two ways Contact builder can alter the data in Data Extensions

- A.** Extract Data
- B.** Add Single Record
- C.** Clear Records

**Answer:** B,C

**NO.10** If I want to introduce a new line of footwear. I am excluding anyone who does not have shoe as an attribute listed in their preference center. I plan to send the emails daily. After a short time, I notice many people updating their preferences, and less emails are going out.

What is the issue causing less emails to go out? Select one.

- A.** Deliverability issues on account
- B.** Preference center is too strict
- C.** High Watermark if journey builder
- D.** Email frequency too high

**Answer:** C

**NO.11** A customer needs to link demographic information to its model in Contact Builder.

What type of relationship should be used?

- A.** Many-to-One
- B.** One-to-Many
- C.** Many-to-Many
- D.** One-to-One

**Answer:** D

**NO.12** 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.** HTML
- B.** SSJS
- C.** AMPscript
- D.** SQL

**Answer:** C

**NO.13** Northern Trail Outfitters assigns a 15-digit integer as their Order ID which will be used as the primary key of a data extension. The import file contains leading zeros, but they will NOT be included in the final values.

Which data type should they use for the Order ID field?

- A.** Text (15)
- B.** Decimal (15,0)

C. Number

D. Decimal (15,2)

**Answer:** B

Explanation

The order ID field is conducive because it places all of the items that the customers want under one order. You can imagine how problematic it would be if the rules would be set in different areas. It will be harder for the company to track the orders of each customer.

This may lead to people receiving items that they did not order or not getting any of the things that they have ordered at all. The order ID field will make everything more organized and correct. The fewer mistakes that the company makes in processing orders, the happier the customers will be with their shopping experience.

**NO.14** A financial services customer wants to send email to customers who log in for the first on a new IP. This message should be deployed as fast as possible due to its sensitive content. The message contain information related to the login IP.

What should a consultant recommend to deploy the email?

A. Use the Transactional Messaging API.

B. Use a User-Initiated Emails Interaction.

C. Execute a Triggered Emails Interaction.

D. Inject the subscriber into a Journey.

**Answer:** B

**NO.15** 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. Introduce more identity verification steps in check out process.

B. Increase volume of emails to a wider audience.

C. Increase the use of dynamic content in emails.

D. Adopt a Cart Abandonment Email Campaign.

**Answer:** C,D

**NO.16** An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and NotSent, to ensure they are fulfilling a legal object due to the nature of their messages.

What method should be suggested in this scenario?

A. Data View Export with every send

B. Event Notification Service

C. Data Retrieves on the Send Object

D. Platform Events API

**Answer:** B

**NO.17** What is the skill set you need to build emails with dynamic content?

A. SSJS

B. HTML

C. Ampscript

D. CSS

**Answer:** C

**NO.18** Which two statements about a database of record are correct? Choose 2 answers

A. It is a centralized storage repository of data about objects or people.

B. It is any data structure in which multiple opt-in statuses can be stored for a subscriber.

C. It is any database containing subscriber data.

D. It is a system in which a subscriber's status is maintained.

**Answer:** A,D