

Salesforce.Marketing-Cloud-Consultant.v2024-07-16.q110

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https://www.krdump.com/Salesforce.Marketing-Cloud-Consultant.v2024-07-16.q110.html	

NEW QUESTION: 1

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Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 2

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NEW QUESTION: 6

Northern Trail Outfitters is using Sales Cloud and Marketing Cloud Connect Multi-Org. They want to integrate the two systems.

Which of the following is the correct integration method?

- A. Use the Marketing Cloud Connect Multi-Org integration.
- B. Use the Marketing Cloud Connect Single Org integration.
- C. Use the Marketing Cloud Connect Multi-Org integration with a custom connector.
- D. Use Salesforce Connect with a custom connector.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 7

Northern Trails Outfitters is using Journey Builder. They want to create a journey that starts with an email and ends with a direct message.

Which of the following is the correct sequence of activities?

- A. Send Email, Wait, Send Direct Message, Wait, Send Email.
- B. Journey Builder, Automation Studio, Send Direct Message.
- C. Send Email, Wait, Send Direct Message, Journey Builder.
- D. Send Email, Wait, Send Direct Message, Send Email.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

NTO(Northern Trail Outfitters) is using Marketing Cloud. They want to integrate with their existing CRM system. The CRM system uses SFTP for data transfer.

Which of the following is the correct integration method?

- A. FTP to SFTP in Marketing Cloud.
- B. Use a connector to integrate with the CRM system.
- C. SAML Single Sign-On to Marketing Cloud.
- D. FTP to SSH in Marketing Cloud.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

- A. □□ □□ □ □□□ □□□ □□□ □□□□ □□□ □□□ □□
- B. Content Builder □□ □□□ □□□□ Salesforce □□□□ □□□□ □□□□.
- C. Salesforce □□□ □□ □□ □ □□□ □□□ □□□□ □□□ □□□□□.
- D. Salesforce □□□ □□ □□□ □□□ □□□ □□□□ □□□ □□□□.

Answer: D (LEAVE A REPLY)

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NEW QUESTION: 16

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- C. □□□□□ Marketing Cloud Connect □□□□ □ □□□ □□□□□ □□□.
- D. □ □□□□ Marketing Cloud □□□□ Sales Cloud □□□ □□ □□□ □□□ □□□ □□□.

Answer: C,D (LEAVE A REPLY)

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NEW QUESTION: 17

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https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5

NEW QUESTION: 21

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Answer: ([SHOW ANSWER](#))

NEW QUESTION: 22

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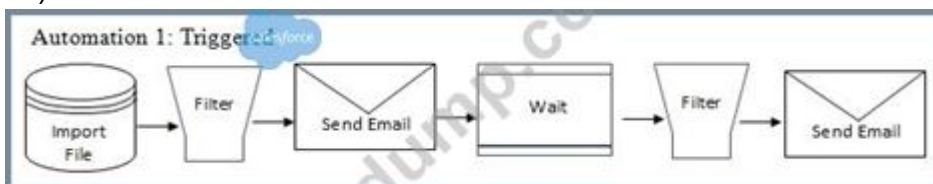
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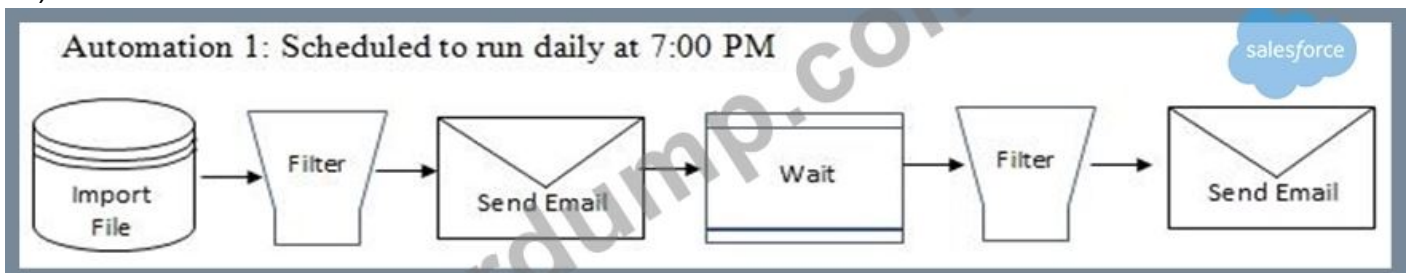
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Which two are true? (2)

- A. SQL is a declarative language.
- B. Salesforce is a declarative platform.
- C. Salesforce is a declarative platform.
- D. SQL is a declarative language.

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 28

Which two are true? (2)

Marketing Cloud is a declarative platform. (2)

- A. Marketing Cloud is a declarative platform.
- B. Marketing Cloud is a declarative platform.
- C. Marketing Cloud is a declarative platform.
- D. Marketing Cloud is a declarative platform.

Answer: A,B ([LEAVE A REPLY](#))

NEW QUESTION: 29

Marketing Cloud is a declarative platform. (2)

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- A. Journey Builder is a declarative platform.
- B. Automation Studio is a declarative platform.
- C. Automation Studio is a declarative platform.
- D. Automation Studio is a declarative platform.
- E. Journey Builder is a declarative platform.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 30

Northern Trail Outfitters is a declarative platform. (2)

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- A. ContactID is a declarative platform.
- B. ContactID is a declarative platform.
- C. ContactID is a declarative platform.

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Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 42

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Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 43

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Answer: ([SHOW ANSWER](#))

NEW QUESTION: 44

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Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 45

Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.

Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.

- A. Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.
- B. Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.
- C. Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.
- D. Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 46

Northern Trail Outfitters is using Marketing Cloud Connect to integrate with SAP.

Northern Trail Outfitters is using Marketing Cloud Connect to integrate with SAP.

- A. Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.
- B. Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.
- C. Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.
- D. Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.

Answer: C (LEAVE A REPLY)

Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.

Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.

Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.

Marketing-Cloud-Consultant is a role in Marketing Cloud that is used to manage the integration with SAP. <https://www.dumptop.com/Salesforce/Marketing-Cloud-Consultant-dump.html> (161 Q&As Dumps, **30%OFF Special Discount: KrDump**)

NEW QUESTION: 47

NTO(Northern Trail Outfitters) is using Marketing Cloud Connect to integrate with SAP.

NTO(Northern Trail Outfitters) is using Marketing Cloud Connect to integrate with SAP.

- A. Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.
- B. Marketing Cloud Connect API integration with SAP is achieved through the Marketing Cloud Connect API.

- C. □□ □□□□ □□□ □□□ □□□□ □□ □□□ □□□□ □□□□□□.
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Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 48

NTO(Northern Trail Outfitters)□ Content Builder □ Journey Builder□□ □□□□ □□□□. □□ □□ □□□□ □□□□ NTO□ □□ □□□□ HTML □□□□ □□□□ □□□ □□□ □□□□□□ □□ □□ NTO□ □□□□ □□□ □□ □□ □□□□ □□□□ □□□□.

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Answer: C ([LEAVE A REPLY](#))

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https://help.salesforce.com/s/articleView?id=sf.mc_es_reply_mail_management.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_triggered_email_message.htm&type=5

NEW QUESTION: 49

Northern Trail Outfitters□ □□□□ □□□□ □□□□□ Marketing Cloud□ □□□□□ □□□□□.

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Answer: (SHOW ANSWER)

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□:https://help.salesforce.com/articleView?id=sf.mc_es_auto_suppression_lists.htm&type=5

NEW QUESTION: 50

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NEW QUESTION: 51

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Answer: C (LEAVE A REPLY)

NEW QUESTION: 52

Northern Trail Outfitters □ Marketing Cloud □ □□□□ □□□ □□ □ □□ □□□ □□ □□□□
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- A. Journey Builder □□□□ □□ □□.
- B. □□□ AMPscript □ □□□ MobileConnect □□ □□□□□ □□□□ □□□□ □□ □□□ □
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- C. API □□ □□□□ □□ □□□ □□□ Journey Builder □□□ □□.
- D. □□□ □□ □□□ SMS □□□ □ □□□ □□□ □□□ □□□□□□□.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 53

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- D. □□□ □□ □□□ □□□□□ □□□□□.

- B. TransformJSON() AMPscript □□
- C. BuildRowSetFromJSON() AMPscript □□
- D. Content Builder□ □□□ ParseJSON □□□ □□

Answer: ([SHOW ANSWER](#))

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 □:https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/m

NEW QUESTION: 76

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Answer: B,C ([LEAVE A REPLY](#))

Marketing-Cloud-Consultant □□ □□□ □□□□□ □□ DumpTop □□ □□□□ □□□
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NEW QUESTION: 77

- Northern Trail Outfitters□ Sales Cloud □□□□ Content Builder□ Send Flow□ □□ □□□□
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 - D. Salesforce □□□

Answer: ([SHOW ANSWER](#))

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Content Builder is used to create and manage content for Salesforce Marketing Cloud. Northern Trail Outfitters uses Salesforce Marketing Cloud to create and manage content for their website. Salesforce Marketing Cloud includes several tools, including Sales Cloud, Content Builder, and Marketing Cloud. 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

NEW QUESTION: 78

Which tool in Salesforce Marketing Cloud is used to create and manage content for the website? (10 marks)
A. Journey Builder
B. CRM
C. Automation Studio
D. AMPscript

Answer: (SHOW ANSWER)

Content Builder is used to create and manage content for the website. https://help.salesforce.com/articleView?id=sf.mc_jb_date_based_events.htm&type=5
https://help.salesforce.com/articleView?id=sf.mc_jb_update_contact.htm&type=5

NEW QUESTION: 79

Northern Trail Outfitters uses Salesforce Marketing Cloud to create and manage content for their website. Which tool in Salesforce Marketing Cloud is used to create and manage content for the website? (10 marks)
A. Journey Builder
B. Automation Studio
C. Automation Studio
D. Automation Studio

Answer: B (LEAVE A REPLY)

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https://help.salesforce.com/s/articleView?id=sf.mc_as_automation_studio.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_jb_journey_builder.htm&type=5

NEW QUESTION: 80

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Answer: (SHOW ANSWER)

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NEW QUESTION: 81

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Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 84

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Answer: B ([LEAVE A REPLY](#))

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NEW QUESTION: 85

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Answer: ([SHOW ANSWER](#))

NEW QUESTION: 86

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- B. □□□□ □□□ □□ Salesforce □□□ □□□□ Salesforce □□□□ □□□ □□ Email Studio □□□ □□□□ □□□□ □□□ □□□□ □□□□.
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Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 87

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Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 88

NTO(Northern Trail Outfitters) Einstein Content Selection. These 20 items are selected for NTO users.

NTO users can see these items in their Einstein Content Selection. Which two items are visible to NTO users?

- A. Einstein Content Selection
- B. Einstein Recommendations
- C. Einstein Content Selection
- D. Einstein Recommendations

Answer: (SHOW ANSWER)

Northern Trail Outfitters (NTO) is a company that uses Einstein Content Selection. The Einstein Content Selection is a feature that provides personalized content recommendations to users. NTO users can see these items in their Einstein Content Selection. Which two items are visible to NTO users?

14 items are selected for NTO users.

https://help.salesforce.com/s/articleView?id=sf.mc_ceb_einstein_content_selection_fatigue_rule

id=sf.mc_ceb_einstein_content_selection_fatigue_rule

NEW QUESTION: 89

Which two items are visible to NTO users? (Choose two.)

- * Einstein Content Selection
- * Einstein Recommendations
- * Einstein Content Selection

Which two items are visible to NTO users? (Choose two.)

- A. Einstein Content Selection
- B. Einstein Recommendations
- C. Einstein Content Selection
- D. Einstein Recommendations
- E. Einstein Content Selection

Answer: B,D,E (LEAVE A REPLY)

NEW QUESTION: 90

Marketing Cloud Connect API. Which two items are visible to NTO users? (Choose two.)

Marketing Cloud Connect API. Which two items are visible to NTO users? (Choose two.)

2 items are visible to NTO users.

- A. Einstein Content Selection
- B. Einstein Recommendations

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Answer: ([SHOW ANSWER](#))

NEW QUESTION: 94

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Answer: ([SHOW ANSWER](#))

NEW QUESTION: 95

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Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 96

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Answer: (SHOW ANSWER)

NEW QUESTION: 105

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Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 106

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Answer: D (LEAVE A REPLY)

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Answer: C ([LEAVE A REPLY](#))

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NEW QUESTION: 109

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Answer: ([SHOW ANSWER](#))

NEW QUESTION: 110

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Answer: C ([LEAVE A REPLY](#))

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