



Vendor: Salesforce

Exam Code: MC-Con-201

Exam Name: Salesforce Certified Marketing Cloud Next
Consultant

Version: DEMO

QUESTION 1

Northern Trail Outfitters wants to create a campaign targeting prospects. However, a marketer discovers that prospect records cannot be added as campaign members. How should a Marketing Cloud Next Consultant explain this behavior?

- A. Prospects must be represented as a lead or contact.
- B. Prospects can only be added as campaign members using an audience flow.
- C. Prospects can be added as campaign members only after the campaign has been set to active.

Answer: A

QUESTION 2

A company is evaluating which Salesforce features require Marketing Cloud Next Advanced Edition versus the Growth Edition. The implementation team has a list of features they plan to use. Which feature from their list mandates the use of Advanced Edition?

- A. Creating account identity resolution rulesets
- B. Creating standard Salesforce reports and dashboards
- C. Creating content in the content builder

Answer: A

QUESTION 3

Northern Trail Outfitters wants customers to reply directly to order notification emails with any questions. Customer replies must be analyzed for intent and routed to an agent or a human representative while preserving the context of the interaction. Which solution should a Marketing Cloud Next Consultant recommend?

- A. Configure Reply Mail Management with Agentforce 360 to analyze replies and create cases for human escalations.
- B. Configure Conversational Email with Agentforce 360 and Digital Engagement to analyze and route customer replies.
- C. Use Engagement Scoring to analyze replies, then route using an automation event-triggered flow.

Answer: B

QUESTION 4

A Marketing Cloud Next Consultant wants to build an audience flow to send a promotional email series. To prevent a poor customer experience, the flow must suppress each email for any customer who currently has an open support case. Which flow elements and logic should the consultant configure to solve this suppression?

- A. Add a Get Records element to query the Case object followed by a Decision element to correctly route eligible records.
- B. Add an Exclusion Filter element and configure the criteria to drop records where the related Case status is open.
- C. Add a Decision element and configure a cross-object formula within the criteria to evaluate the related Case status directly.

Answer: A

QUESTION 5

A Marketing Cloud Next Consultant is designing a flow that uses the Send to Journey element. The business requires that the journey uses a specific contact point derived from an activation template. Which configuration is a prerequisite for this solution to function correctly?

- A. The flow's Data Space must link to the journey's Business Unit.
- B. The journey must use a Salesforce Data Entry Source.
- C. The flow must be a record-triggered flow.

Answer: A

QUESTION 6

Employees at an online retailer want to use AI to gain insights into existing business accounts and identify buyer group members to nurture. Which Marketing Cloud Next Agent should they deploy?

- A. Agentforce Employee
- B. Account Discovery
- C. Segment Creation

Answer: B

QUESTION 7

Northern Trail Outfitters needs to personalize an email content block using data from related objects defined in Data 360. The personalization must reflect attributes tied to Unified Individuals. Which data source type should a Marketing Cloud Next Consultant use to access this related data for personalization?

- A. Data Graph
- B. Personalization Recommender
- C. Unified Individual Data Model Object (DMO)

Answer: A

QUESTION 8

A Marketing Cloud Next Consultant is implementing Marketing Cloud Next for a customer that currently stores all consent records in Salesforce CRM consent objects. The customer wants to understand how consent is managed in Marketing Cloud Next. What should the consultant explain about the relationship between the CRM consent model and the Marketing Cloud Next consent model?

- A. The CRM consent objects are the source of truth for Marketing Cloud Next consent.
- B. The CRM consent objects are automatically synchronized with the Marketing Cloud Next consent model when Marketing Cloud Next is activated.
- C. The CRM consent model and the Marketing Cloud Next consent model are completely separate, and a custom process is required to keep them in sync.

Answer: C

QUESTION 9

Northern Trail Outfitters wants customer service reps to be able to view and update a customer's communication consent preferences directly from the customer's CRM record when interacting with them in the contact center. Which component should a Marketing Cloud Next Consultant add to the Contact record page to enable this capability?

- A. Privacy Consent Status
- B. Data 360 Related Lists
- C. Data 360 Profile Insights

Answer: A

QUESTION 10

A Marketing Cloud Next Consultant is preparing to send emails using an authenticated custom domain. After adding the domain in the Authenticated Domains setup page, Marketing Cloud Next generates the required DNS records. Which action must the consultant perform next to complete the domain authentication process?

- A. Upload the generated TXT record to their domain's DNS provider.
- B. Add the generated CNAME and DKIM records to their domain's DNS provider.
- C. Create a new Sender Authentication Package within Marketing Cloud Next.

Answer: B

QUESTION 11

Northern Trail Outfitters (NTO) wants to send a confirmation email immediately after a prospect submits a form on a landing page published in Marketing Cloud Next. NTO wants to personalize the email using the values entered in the submitted form. Which data source should NTO use when configuring the email?

- A. Event Data Provider
- B. Activation Data Provider
- C. Data Graph Data Provider

Answer: A

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