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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q138-Q143):

NEW QUESTION # 138

Select three (3) best practices for interacting with potential and active subscribers?

- A. Follow the CAN SPAM Law
- B. Make unsubscribing easy, no more than 4 clicks
- C. Make unsubscribing easy
- D. Only use the email address offered
- E. Always make email opt in required

Answer: A,C,D

NEW QUESTION # 139

Northern Trail Outfitters third-party point-of-sale software order information in batches of large files. the timing varies throughout the day.

Which feature should be used to accommodate this setup?

- A. Scheduled Automation
- B. Wait Activity
- C. Triggered Automation

Answer: C

NEW QUESTION # 140

Northern Trail Outfitters has purchased a new Marketing Cloud account with two dedicated IP addresses. One IP address will be used for commercial sends, while the other will be reserved for transactional messages.

Their customer base includes 1.5 million email addresses.

What should the consultant recommend?

- A. Send to unengaged subscribers during the first two weeks of IP warming in order to give them the opportunity to interact.
- B. Suppress sends to AOL email addresses during the first two weeks of IP warming, then resume sending to them during the third week.
- C. Split marketing campaigns over a number of days while migrating over smaller triggered campaigns during the warming period.
- D. Focus on warming the IP address for commercial sends, because it is not necessary to warm an IP address used only for transactional sends.

Answer: C

NEW QUESTION # 141

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has

In order for this solution to be viable, which skill set does the customer team need to possess?

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