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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q47-Q52):

NEW QUESTION # 47

A marketer has created an event confirmation email which is sent to all registration of their cooking-while-camping sessions. They use Connect to integrate into their CRM and want to update records directly when a recipient clicks the 'Confirm RSVP' button. Which automation solution should easily allow this action?

- A. Automation Studio
- **B. Journey Builder**
- C. Behavioral Triggers

Answer: B

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Journey Builder and CRM Integration

NEW QUESTION # 48

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

- A. Use the Split option to temporarily add additional filter criteria.
- B. Copy the data filter and build a new data extension with additional filter criteria.
- C. Copy the filtered data extension and add additional filter criteria.

Answer: C

Explanation:

To target a portion of the population within a filtered data extension, the marketer should copy the filtered data extension and then apply additional filter criteria. This approach allows for the creation of a more specific subset of the original audience, ensuring that the upcoming send reaches the desired segment without altering the primary filtered data extension. Reference: Salesforce Marketing Cloud Documentation on Data Extensions and Filtering.

NEW QUESTION # 49

Northern Trail Outfitters wants to utilize an Amazon s3 bucket to import data into Marketing Cloud Data Extensions.

What should be used to achieve this?

- A. Import Wizard
- B. Ingest API
- C. Import Activity

Answer: C

Explanation:

Import Activity in Salesforce Marketing Cloud allows users to automate the process of importing data from an external source like an Amazon S3 bucket into Data Extensions. The Import Activity can be set up in Automation Studio, where you can define the source, destination, and schedule for the data import. This method is verified in Salesforce Marketing Cloud documentation under Automation Studio and Import Activity setup.

NEW QUESTION # 50

Northern Trail Outfitters (NTO) receives a complaint from a long-time customer who claims that, despite providing an updated email address, they are still receiving emails at an old address. NTO confirms that the customer's new email address is stored in the target data extension.

What is preventing the customer from receiving emails at their new address?

- A. The new email address is from an unsupported domain.
- B. The customer has not opted in again with the new address.
- C. The email address has not been updated in All Subscribers.

Answer: C

Explanation:

Reference: Salesforce Documentation - All Subscribers

NEW QUESTION # 51

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations.

Which journey type is best suited to run this test?

- A. Single Send
- B. Transactional Send
- C. Multi-Step

Answer: C

Explanation:

A Multi-Step journey is best suited for testing Einstein Recommendations against static product recommendations in a product return confirmation email. This type of journey allows you to set up a series of steps or stages, including A/B testing or split activities, to test different content variations and measure their performance over time. By using a Multi-Step journey, NTO can create different paths within the journey for recipients to receive either Einstein Recommendations or static recommendations. The results can then be compared to determine the more effective recommendation strategy.

Reference:Salesforce Marketing Cloud Documentation - Journey Builder

NEW QUESTION # 52

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