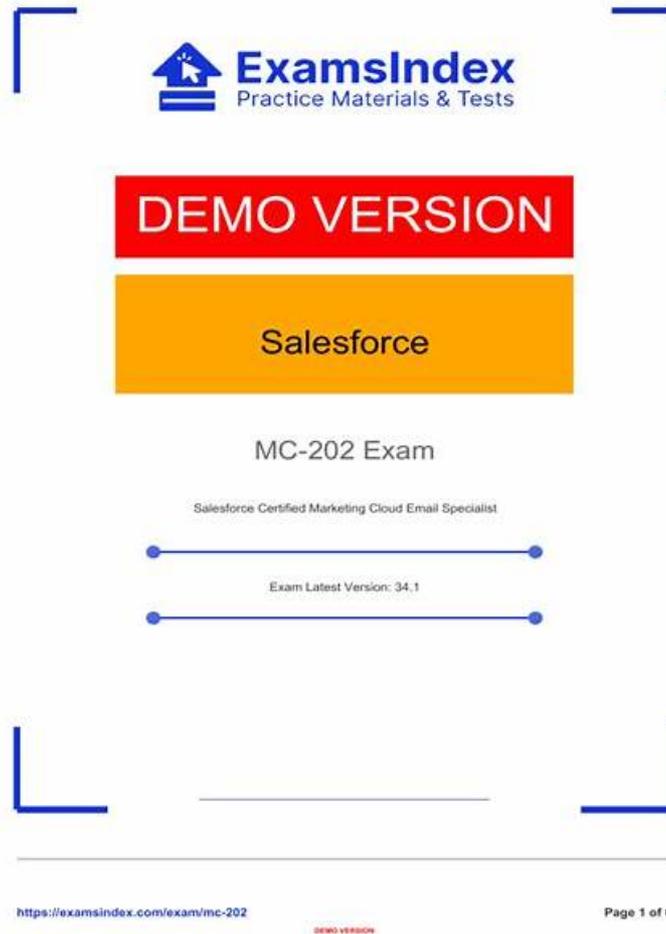


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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q107-Q112):

NEW QUESTION # 107

Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized 'congratulations' email the day they are posted in the data extension, and follow up with a review request 14 days later. Which automation solutions should be set up to accommodate this request?

- A. Automation Studio and Journey Builder
- B. Automation Studio and Path Optimizer
- C. Journey Builder and Behavioral Triggers

Answer: A

Explanation:

To accommodate the request of sending a customized 'congratulations' email and a follow-up review request, Northern Trail Outfitters (NTO) should use a combination of Automation Studio and Journey Builder.

Automation Studio can be used to add new purchasers to the data extension daily, and Journey Builder can manage the customized email journey, including the immediate 'congratulations' email and the follow-up review request 14 days later. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 108

A marketer is asked to create a sendable data extension from various tables including orders, subscribers, and product line items. The resulting data extension will be used as an entry source for a journey. Which tool should help create this table?

- A. Automation Studio
- B. Data Designer
- C. Audience Studio

Answer: B

Explanation:

To create a sendable data extension from various tables including orders, subscribers, and product line items, the marketer should use Data Designer. Data Designer allows users to define and related data within Marketing Cloud, facilitating the creation of complex data relationships and data extensions used in journeys and campaigns.

References:

Salesforce Marketing Cloud Documentation on Data Designer

NEW QUESTION # 109

The data team at Northern Trail Outfitters wants to send a daily report of all subscribers emailed in the last 24 hours to their Enhanced FTP Export folder. The file should contain unique email addresses.

At a minimum, which activities should be configured in Automation Studio to meet their requirements?

- A. SQL Query, Filter, Data Extract
- B. Filter, Data Extract, File Transfer
- C. SQL Query, Data Extract, File Transfer

Answer: C

Explanation:

To meet the requirement of sending a daily report of all subscribers emailed in the last 24 hours to the Enhanced FTP Export folder, the following activities should be configured in Automation Studio:

* SQL Query: To select the unique email addresses of subscribers emailed in the last 24 hours.

* Data Extract: To extract the data into a file format suitable for transfer.

* File Transfer: To move the extracted file to the Enhanced FTP Export folder.

This combination ensures that the data is queried, extracted, and then transferred as needed. Reference:

Salesforce Marketing Cloud Documentation

NEW QUESTION # 110

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends. Which tool should supply insights into the tone of subject lines?

- A. Einstein Messaging Insights
- **B. Einstein Copy Insights**
- C. Einstein Recommendations

Answer: B

Explanation:

Einstein Copy Insights is a tool within Salesforce Marketing Cloud that provides analysis and suggestions on the effectiveness of email copy, including subject lines. This tool analyzes the tone, length, and structure of subject lines to determine their impact on engagement metrics such as open rates and click-through rates. It uses AI to offer insights that can help marketers optimize their email content for better performance.

Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 111

A marketing specialist at Northern Trail Outfitters wants to automate sending the weekly newsletter to subscribers. The audience is located in one data extension, but they also want to send to a partner seed list.

Which tool method should the specialist use?

- A. User Initiated Send
- B. Multi-Step Journey
- **C. Automation Studio Email Activity**

Answer: C

Explanation:

Automation Studio in Salesforce Marketing Cloud allows users to automate various marketing tasks, including sending emails. By configuring an Email Activity within Automation Studio, a marketing specialist can schedule and automate the sending of a weekly newsletter to subscribers. The tool supports including additional audiences, such as a partner seed list, by specifying multiple data extensions within the same activity. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 112

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