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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q55-Q60):

NEW QUESTION # 55

A retailer has been gathering emails address in a store by asking customers to enter their email address at checkout to receive promotional emails, upon sending to these addresses many bouncebecause they are not valid, themarketing team would like to implement anacquisition strategy to address this, which strategy should be used

- A. website sign on
- B. single opt in
- **C. double opt in**
- D. list detectives

Answer: C

NEW QUESTION # 56

After sending an initial 'welcome' email, Northern Trail Outfitters needs to configure Journey Builder to continue a customer acquisition journey after a purchase is made on its website.

Which type of activity should be used?

- A. Wait Until Event
- B. Engagement Split
- C. Behavioral Trigger

Answer: A

Explanation:

In Journey Builder, a 'Wait Until Event' activity is used to pause a journey until a specific event occurs, such as a purchase on a website. This allows the journey to continue with different steps based on customer behavior. For Northern Trail Outfitters, after the initial 'welcome' email, the journey can be configured to wait until the customer makes a purchase before proceeding to the next steps in the journey.

References: Salesforce Marketing Cloud Documentation on Wait Until Event

NEW QUESTION # 57

The data team at Northern Trail Outfitters (NTO) has configured a data extension that contains all customer transactions within the last 90 days. NTO's marketing team would like to target customers who have purchased a camping tent or foldout camper in the last week; however, for this campaign, they would like to exclude anyone who has a 'silver' status.

Which three tools should be used to segment this data?

- A. SQL Query, Decision Split, Data Designer
- B. Journey Builder Entry Source, Filter Definition, Segment Builder
- C. SQL Query, Filter Definition, Journey Builder Entry Source

Answer: C

Explanation:

Explanation

A SQL Query is a tool that allows marketers to manipulate and filter data from data extensions using SQL statements. A SQL Query can be used to find customers who have purchased a camping tent or foldout camper in the last week and exclude those who have a 'silver' status. A Filter Definition is a tool that allows marketers to create filters based on attributes or measures from data extensions. A Filter Definition can be used to apply the SQL Query results to the data extension that contains all customer transactions within the last 90 days. A Journey Builder Entry Source is a tool that allows marketers to define the audience for a journey based on data extensions, filters, or events. A Journey Builder Entry Source can be used to select the filtered data extension as the entry source for the campaign.

NEW QUESTION # 58

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. Multi-Step
- C. Transactional Send

Answer: B

Explanation:

Explanation

A multi-step journey is best suited to run a test between two different versions of an email, such as Einstein Recommendations versus static product recommendations. A single send journey can only send one version of an email to a single audience. A transactional send journey can only send transactional messages that are triggered by API calls or events.

NEW QUESTION # 59

Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails.

After

submittal, NTO specialists want to make sure the emails are reviewed before approval.

What feature should the NTO marketing team employ?

- A. Preview Tab
- B. Content Detective
- C. Standard Workflow Approval
- D. Two-Step Workflow Approval

Answer: A

NEW QUESTION # 60

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