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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q20-Q25):

NEW QUESTION # 20

Northern Trail Outfitters allows nonregistered customers to provide to phone number for open orders. The proved contact information is to be deleted after 30 days.

Which feature provides a way to automatically maintain a data extension's records?

- A. Data Retention Policy
- B. Delete Filter Activity
- C. Contact Delete

Answer: A

Explanation:

The Data Retention Policy feature in Salesforce Marketing Cloud allows for the automatic deletion of records from a data extension after a specified period. For Northern Trail Outfitters, setting a Data Retention Policy to delete records after 30 days ensures that nonregistered customers' contact information is automatically removed, maintaining compliance with data protection policies.

Reference: Salesforce Marketing Cloud Documentation on Data Retention Policies

NEW QUESTION # 21

Northern Trail Outfitters uses an automation to process and report sales agents' weekly data extensions. All sales agents' data is needed for the automation's created report to be correct. Some agents have not been creating their data extensions in time.

Which step prevents the automation from completing the automation instance and delivering an inaccurate report?

- **A. Verification Activity**
- B. Wait Activity
- C. Data Extract Activity

Answer: A

Explanation:

Verification Activity in Salesforce Marketing Cloud ensures that specific criteria are met before an automation continues. In the context of Northern Trail Outfitters, using a Verification Activity can check if all necessary data extensions are present and correctly populated before proceeding with the automation. This step is crucial to prevent the automation from completing with missing data, which would result in inaccurate reports.

References:

Salesforce Marketing Cloud Documentation: Verification Activity

NEW QUESTION # 22

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days.

Where should they find this dashboard?

- A. Journey Builder - Journey History
- **B. Datorama Reports - Journey Performance**
- C. Reports - Journey Engagement

Answer: B

Explanation:

To view a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days, Northern Trail Outfitters' leadership should look at Datorama Reports - Journey Performance. This tool provides comprehensive insights and performance metrics for journeys, including success rates and engagement over specified time periods.

References:

Salesforce Marketing Cloud Documentation on Datorama Reports

NEW QUESTION # 23

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

- A. Implement an API to start automation with every file transfer.
- **B. Replace the Schedule with File Drop and use a filename pattern**
- C. Replicate the automation and schedule it to execute every eight hours

Answer: B

Explanation:

When the file delivery cadence changes to multiple times a day, it is efficient to replace the existing schedule-based automation with a File Drop automation. This setup triggers the automation whenever a file matching a specific filename pattern is dropped into the SFTP, thereby minimizing network usage and ensuring timely processing of the files as they are received.

Reference: Salesforce Marketing Cloud Documentation on File Drop Automations

NEW QUESTION # 24

Northern Trail Outfitters' marketing department wants to review last year's holiday engagement to this year's engagement.

What should they use to access the historical engagement data?

- **A. SQL activity using data views**
- B. Audit Trail extract

- C. Tracking Data extract

Answer: A

Explanation:

To review last year's holiday engagement compared to this year's engagement, Northern Trail Outfitters' marketing department should use an SQL activity using data views. Data views in Salesforce Marketing Cloud provide access to detailed tracking information and historical engagement data. By writing SQL queries, the marketing department can extract, compare, and analyze the engagement data from different time periods, enabling them to understand trends and performance.

Reference: Salesforce Marketing Cloud Documentation on Data Views and SQL Activities

NEW QUESTION # 25

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