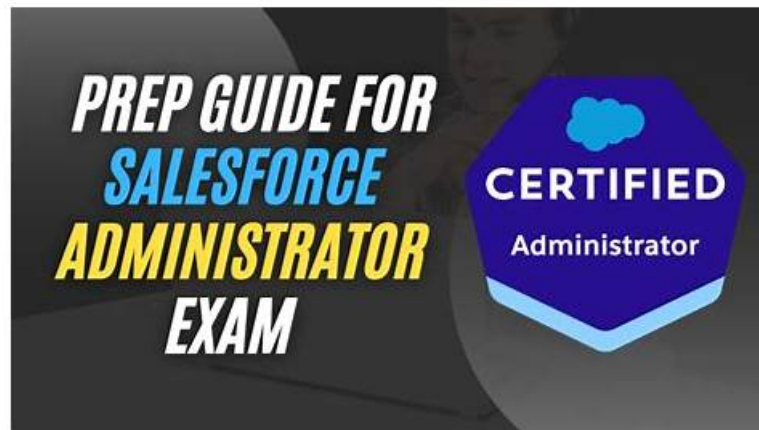


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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q160-Q165):

NEW QUESTION # 160

Northern Trail Outfitters (NTO) sends a birthday coupon during the subscriber's birthday month. NTO wants to reward the subscriber based upon engagement with the email and provide further messages based on that interaction.

Which no-code features should be implemented to accomplish this?

- A. Salesforce CDP and Einstein Engagement Scoring
- **B. Journey Builder and Engagement Split**
- C. Automation studio and Query Activity

Answer: B

Explanation:

Journey Builder and Engagement Split in Salesforce Marketing Cloud allow marketers to create sophisticated, no-code workflows that react to subscriber engagement. Engagement Split is a feature within Journey Builder that enables path branching based on actions taken by the subscriber, such as opens, clicks, or other interactions. This approach aligns with Salesforce Marketing Cloud's emphasis on personalized customer journeys and is well-supported by their documentation on Journey Builder and Engagement Splits.

NEW QUESTION # 161

The marketing team has been troubleshooting why an email was not sent to 10% of the audience within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed. Which additional issues should they consider?

- A. Suppressed contacts from contact deletion
- **B. Bounced contacts from previous sends**
- C. DoNotTrack preferences

Answer: B

Explanation:

When troubleshooting why an email was not sent to a portion of the audience, it's important to consider several factors beyond unsubscribes or held statuses. Bounced contacts from previous sends could be a significant reason why emails are not delivered. Bounces occur when an email cannot be delivered to an email address, which could be due to various reasons like an invalid email address or the recipient's mailbox being full. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 162

Northern Trail Outfitters is building an automation that should run as soon as a process completes on the company's website. The process does not have access to SFTP. How should the automation be configured to run?

- **A. Trigger the automation via API.**
- B. Schedule the automation to run hourly.
- C. Use a File Drop starting source.

Answer: A

Explanation:

To configure an automation to run as soon as a process completes on the company's website, especially when there is no access to SFTP, the best approach is to trigger the automation via API. Salesforce Marketing Cloud provides robust API capabilities that allow external systems to trigger automations directly. This method ensures the automation runs immediately after the web process completes, providing a seamless and efficient solution.

References:

Salesforce Help: Automation Studio API

Salesforce Marketing Cloud: API Triggered Automations

NEW QUESTION # 163

Northern Trail Outfitters sends out 50,000 emails on a Friday. On Monday morning, the marketing team has to go through out-of-office messages and unsubscribe messages to find customer responses to the email.

Which feature should help the team?

- A. Publication Lists
- B. Parameter Management
- **C. Reply Mail Management**

Answer: C

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Reply Mail Management

NEW QUESTION # 164

Northern Trail Outfitters (NTO) wants to send out three emails in Automation Studio. However, NTO wants to ensure each email is fully sent before the next email begins sending.

How should the automation workflow be built to accomplish this?

- A. Add each Send Email activity to a single step in an automation.
- B. Include a Verification activity between each step of an automation.
- C. Add each Send Email activity to different steps in an automation.

Answer: C

Explanation:

To ensure that each email is fully sent before the next begins, each Send Email activity should be added to different steps in the automation. This sequential approach ensures that the next email activity will not start until the previous one has completed. This method is supported by Salesforce Marketing Cloud's documentation on building automations in Automation Studio, where the best practices for structuring sequential email sends are described.

NEW QUESTION # 165

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