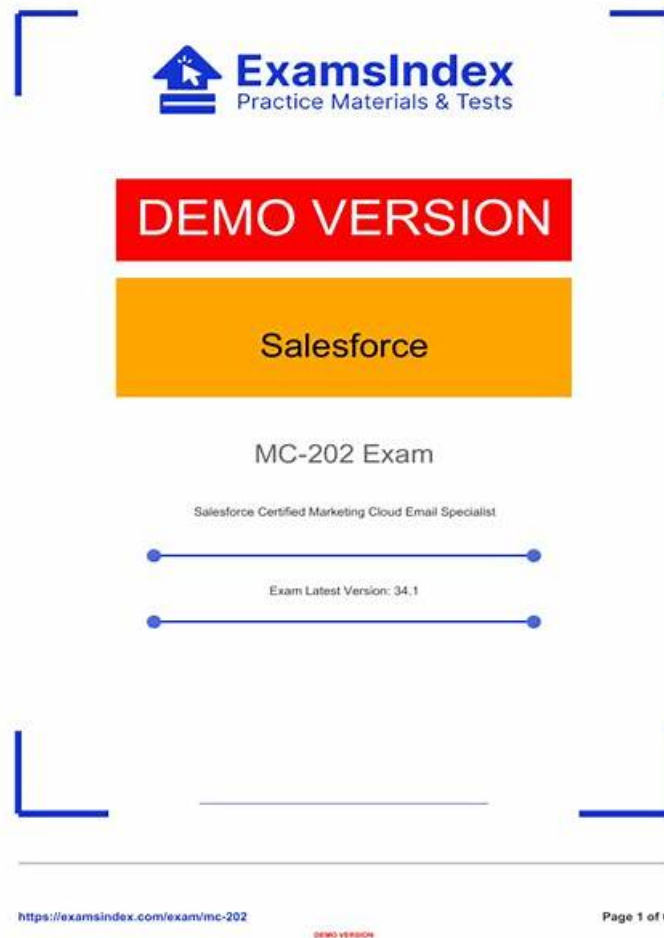


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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q161-Q166):

NEW QUESTION # 161

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

Answer: C

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 # 162

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platforms. These files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance. How should the notification be received if the data import is unsuccessful?

- A. Configured Alert Manager Settings
- B. Import Activity Notification Settings
- C. Automation Notification Settings

Answer: C

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Automation Notification Settings

NEW QUESTION # 163

Northern Trail Outfitters' analytics team has requested data to power a dashboard that can monitor the performance of emails across the company.

Which Marketing Cloud function should be used to get this data automatically on a daily basis?

- A. Google Analytics Integration
- B. Tracking Extracts
- C. Report Snapshots

Answer: B

Explanation:

To provide the analytics team with data for monitoring email performance across the company, the best approach is to use Tracking Extracts. Tracking Extracts in Marketing Cloud allow users to extract detailed tracking data such as opens, clicks, bounces, and more. This data can be automatically extracted and processed on a daily basis to feed into dashboards and reporting tools.

References:

Salesforce Help: Tracking Extract

Salesforce Marketing Cloud: Automation Studio and Data Extracts

NEW QUESTION # 164

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, over time, create new version with tests of random audience splits with different messages.

Which tool should NTO use to accomplish these iterative tests?

- A. Contact Builder
- **B. Journey Builder**
- C. Automation Studio

Answer: B

Explanation:

Journey Builder is the appropriate tool for implementing single-audience drip campaigns and conducting iterative tests with random audience splits. It allows marketers to design and automate customer journeys, incorporating different messages and testing variations to optimize performance over time.

Reference: Salesforce Marketing Cloud Documentation on Journey Builder

NEW QUESTION # 165

The website team at North Trail Outfitter has noticed performance issues on the site when the marketing team sends promotional emails.

What should the marketer do to prevent this problem?

- A. Use Delayed Delivery
- B. Segment email sends by domain.
- **C. Configure Send Throttling.**

Answer: C

Explanation:

Send Throttling allows marketers to control the rate at which emails are sent, thereby preventing performance issues on the website caused by sudden spikes in traffic. By configuring send throttling, Northern Trail Outfitters can spread out the email send over a period of time, reducing the load on their website. For detailed information, refer to the Send Throttling documentation.

NEW QUESTION # 166

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